

Technology for Life

Macworld

Conference & Expo™

Conference Programs & Workshops

July 17-20, 2001

Exposition

July 18-20, 2001

Jacob K. Javits Convention Center
New York City



Keynote Address

Steve Jobs ♦ CEO ♦ Apple

Register Online

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Call Toll Free 1-800-645-EXPO

Register by June 18, 2001 for special savings!

Macworld

Conference & Expo™

Technology for Life

Our long-standing dedication to technology development merits **Macworld Conference & Expo** as the ultimate venue for all levels of Mac users, professionals, enthusiasts and the Mac-curious to gather and experience the excellence of Mac technology!

World-Class Exposition – Over 400 Exhibiting Companies!

Macworld Conference & Expo showcases the latest products, services and technology solutions that will improve your way of life and how you conduct business!

Macworld Conference & Expo is the **only** place where you can truly experience and demo all the products and services, including the latest Mac OS X applications, first-hand before you buy them!

(see page 7 for a list of participating companies)

The World's Most Comprehensive Macintosh OS event!

If you're looking for extremely innovative and useful products and technologies coming from some of the **hottest up-and-coming companies and developers** in the Mac industry, visit **MacTech Central** and stroll down the **Special Interest Boulevard** — Brand New for New York City! (see page 4 for descriptions)

Mac OS X is here!

Macworld Conference & Expo/New York 2001 provides one of your first and best chances to test-drive Mac OS X applications, hardware and services you've been waiting for, first-hand!

World Renowned Conference Programs!

The world's best and most up-to-date Macintosh training program keeps getting better! With nearly 130 educational sessions and 15 workshops to choose from, including the industry's most comprehensive training on Mac OS X, Mac users of all levels can benefit from participating in one of Macworld Conference & Expo's conference programs.

Macworld/Pro — 6 distinctive tracks:

- Macintosh Networking and Communications
- Mac OS X In-Depth
- Professional Publishing
- Application Spotlight: FileMaker Pro
- The Mac Manager
- Digital Media

Macworld/Users — One of the best educational values anywhere!

After great success last summer, MacBeginnings returns to New York!

(see page 5 for session descriptions and times)

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Overview

Dates & Times:

Keynote*

Steve Jobs, CEO, Apple
Wednesday, July 18, 2001
9:00 am – 10:30 am

Feature Presentation*

Kevin Browne, General Manager,
Macintosh Business Unit,
Microsoft Corp.
Thursday, July 19, 2001
9:00 am – 10:00 am

* Keynote and Feature Presentation are open
to Super Pass, Pro Conference, Users I & II
and Workshop attendees ONLY. Seating is on
a first-come, first-served basis.

Workshops

Tuesday, July 17, 2001
10:00 am – 5:00 pm

Macworld/Pro Conference Program

Wednesday, July 18 –
Friday, July 20, 2001

Macworld/Users Conference Program

Wednesday, July 18 –
Friday, July 20, 2001

MacBeginnings

(Open to ALL registered attendees)
Wednesday, July 18, 2001
11:30 am – 12:30 pm
2:00 pm – 3:00 pm

Thursday, July 19, 2001
11:00 am – 12:00 pm
2:00 pm – 3:00 pm

Friday, July 20, 2001
11:00 am – 12:00 pm
1:00 pm – 2:00 pm

Exposition Hall

Wednesday, July 18 –
Thursday, July 19, 2001
10:00 am – 6:00 pm

Friday, July 20, 2001
10:00 am – 4:00 pm

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**Register by June 18, 2001 to SAVE \$150
on a Macworld Conference & Expo SUPER PASS!**

SUPER PASS:

Maximum Event Access Tuesday – Friday!

- 3 days of Macworld/Pro sessions
- 3 days of Macworld/Users sessions
- 1 full day Workshop
- Free Lunch Daily
- Keynote*
- Feature Presentation*
- MacBeginnings sessions
- Exhibits

* Keynote and Feature Presentation are open to Super Pass, Pro Conference,
Users I & II, and Workshop attendees ONLY. Seating is on a first-come, first-served basis.



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Macworld

Macworld.com

MacCentral.com

Show Highlights

Brand New for New York!

Special Interest Boulevard

After its debut this January in San Francisco, the Special Interest Boulevard comes to New York City this summer featuring 100 of the coolest Mac developers, all boasting products that span a wide array of needs and interests.

As you walk down the Special Interest Boulevard at Macworld Conference & Expo/New York 2001, you will find Mac developers who specialize in the following types of products and solutions:

Digital Media

Apple continues to lead the way in providing the industry standard method of handling video, sound, animation, graphics, text, and even 360-degree virtual reality scenes on the desktop. This capability allows professionals and Mac users to share and distribute media-rich content to colleagues, friends and family anywhere, anytime. At this Boulevard stop, you will find the most innovative companies exhibiting cutting-edge applications and solutions for creating, editing, storing and delivering digital media content with Apple's QuickTime technology.

Small Business

This highly educational, informative and interactive area will showcase developers with products, applications, and services geared toward Mac-based small businesses, entrepreneurs and home offices. Learn how productive your company can be with Mac at the helm! At this Boulevard stop, you will find business products and applications spanning across areas such as inventory control, finance management, online services, and medical office management solutions.

Sci-Tech

Innovative Apple technologies make Power Macintosh computers the premier choice for scientists and researchers. Here you will be able to test drive a broad collection of hardware and software for mathematics, the pure sciences, engineering and data visualization. Researchers, scientists, educators and students will find plenty to stimulate the cerebral cortex.

Education/Assistive Technology

The focus of this area is on the needs of teachers, students, parents and administrators by showcasing products such as software, Internet tools, curriculum building solutions, and multimedia for schools, training, K-12 and higher education. In addition, you will find computerized assistive technologies consisting of hardware and software solutions that meet the needs of students and others with learning and physical disabilities. Here, developers and solution providers alike will demonstrate their support to the Mac platform and the advances of these educational technologies.

3D/Animation

3D/Animation is being used extensively in the film, video, broadcast, game development, interactive, and location-based entertainment markets. This combined with the power of Mac OS provides the perfect platform to make 3D more accessible to the 2D graphics community. In this area, experience the latest, coolest products in the exciting world of 3D on the Mac, and come prepared to be amazed!



Booth #1370

MacTechSM Central (formerly Developer Central/Net Innovators) is the premiere place for all technical products including programming and development, Web development, network administrator tools and services, and other related products.

This exclusive area is a comprehensive location for the technical and developer community. If you're just beginning as a programmer, developing Web content, managing networks, or have been a part of the developer community for years, you'll have the opportunity to meet the experts face-to-face, explore the cutting edge of technology and will learn about new products for the Mac worldwide.



**Register Online with your Priority Code by
June 18, 2001 to receive a Free Exhibits Only pass!**

(Priority Code can be found on the address label on the back cover)

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Keynote Address & Feature Presentation

Keynote Address*



Wednesday, July 18th

9:00 am – 10:30 am

Steve Jobs, CEO, Apple

Always full of excitement and the hottest topics, Macworld Conference & Expo/New York 2001 will be no exception. Steve Jobs, CEO of Apple, will deliver the opening keynote address in the heart of the Big Apple. This is sure to be a must-see event!

* Keynote and Feature Presentation are open to Super Pass, Pro Conference, Users I & II, and Workshop attendees ONLY. Seating is on a first-come, first-served basis.

Feature Presentation*



Thursday, July 19th

9:00 am – 10:00 am

Microsoft Office 10 for Mac OS X Update

*Kevin Browne, General Manager,
Macintosh Business Unit, Microsoft Corp.*

Macworld Conference & Expo is pleased to host a feature presentation with Kevin Browne, General Manager of Microsoft's Macintosh Business Unit. As developers of one of the most popular productivity applications in our industry, Office 2001 for Mac, Microsoft holds a unique position. Attend this talk by Browne for insight into the state of the Mac development world and how Office 10 for Mac OS X will take Macintosh productivity to the next level.

MacBeginnings

*Open to ALL Registered Attendees
Located on the show floor*

To help you get even more out of your time at Macworld Conference & Expo, we've put together a lineup of educational sessions that are open to all Macworld Conference & Expo attendees. We will be presenting tips, techniques and perspectives on the hottest topics in the industry, all presented by experts in their fields.

Get a taste for what goes on in the Macworld/Pro and Macworld/Users Conferences by attending these sessions and get more out of your Macintosh today!

Wednesday, July 18

11:30 am – 12:30 pm

Mac 101

If you've just begun using a Mac, attending this session can help you along the road to getting the most out of it. Learn how to launch your programs easily, then how to create and file documents so you'll always be able to find them. You'll also pick up tips on how to organize your desktop and how to set your Mac up for efficient backup and data recovery.

2:00 pm – 3:00 pm

Mac 102

Already comfortable launching, filing and saving files? Discover some of the more advanced tips that will put you on the road to power user. For example, you'll learn how to use AppleScript's recorder to create a "broom" that organizes your icons and sweeps your desktop clean and discover how just a few key strokes can type entire blocks of text for you.

Thursday, July 19

11:00 am – 12:00 pm

Welcome to the Internet

A great opportunity for those looking to get connected for the first time. Learn how to choose a connection that works best for your needs and budget; how to efficiently get started with email, Web surfing and newsgroups from your Mac. You'll enjoy a fun-filled, fact-filled training that will get you plugged in immediately!

2:00 pm – 3:00 pm

The Desktop Movie Revolution

With Apple's exciting iMovie software, everyone can create and share movies right from their desktop. Attend this session to learn how to choose a video camera (or use your existing one), how to connect to your computer, create video works of art, and share them with your friends and family. Find the Ron Howard or Quentin Tarrantino inside you and become a Desktop Movie Mogul courtesy of Macworld Conference & Expo.

Friday, July 20

11:00 am – 12:00 pm

Mac 101

If you've just begun using a Mac, attending this session can help you along the road to getting the most out of it. Learn how to launch your programs easily, then how to create and file documents so you'll always be able to find them. You'll also pick up tips on how to organize your desktop and how to set your Mac up for efficient backup and data recovery.

1:00 pm – 2:00 pm

Mac 102

Already comfortable launching, filing and saving files? Discover some of the more advanced tips that will put you on the road to power user. For example, you'll learn how to use AppleScript's recorder to create a "broom" that organizes your icons and sweeps your desktop clean and discover how just a few key strokes can type entire blocks of text for you.

Show Highlights



Back by Popular Demand!

The Central Park Internet Café

Reflective of the incredible response to last summer's debut, we're proud to announce the return of the Central Park Internet Café! The Central Park Internet Café is one of many resource areas Macworld Conference & Expo/New York 2001 offers to help make the most of your event experience. At the Central Park Internet Café you can enjoy a comfortable park setting while checking your email, accessing the Internet, grabbing a snack and cup of coffee, chatting with your colleagues and friends, or just sitting to relax.

Apple Solution Experts — Free Technical Advice!

One of the most popular resource areas in the Central Park Internet Café is the Apple Solution Experts counter. Apple Solution Experts are independent consultants, trainers, and resellers specializing in Apple products and solutions who will be offering free technical support to Macworld Conference & Expo attendees! Take advantage of this opportunity to get help directly from an expert.

Sponsored by Apple Solution Experts



Macworld Conference & Expo Guided Tours

With continuous rave reviews we are excited to bring back the Macworld Conference & Expo Guided Tours. This summer, individual and group tours will be available!

Whether you are a new attendee to Macworld Conference & Expo, or a returning Mac user, the Apple User Group volunteers can help you find the products, services, solutions and companies you want to see on the Exhibitor floor. These knowledgeable guides will have the entire show mapped out, will assess your needs and escort you right to what's hot, will help you find seats for floor demonstrations, and bring you to the people who have answers to your questions. We urge you to take advantage of this wonderful free service!

Macintosh Gaming Area

The Macintosh is the hottest gaming platform around! Discover the latest Mac gaming products from the top Mac publishers within the Macworld Conference & Expo Macintosh Gaming Area. This area also offers the Mac Gaming Theater where you'll see the latest, greatest games for the Mac. You can partake in exciting hands-on demonstrations of the games in action. If you enjoy playing Mac games, you're not going to want to miss the Mac Gaming Theater, sponsored by Apple.

Digital Art Contest & Gallery

This will be the fourth year that the Macworld Conference & Expo Digital Art Gallery will be on the show floor at Macworld Conference & Expo. Artists are now able to use the new speeds of the Macintosh computer and innovative graphic software to produce artwork that is getting the attention of the art world and the attendees at Macworld Conference & Expo.

The contest is judged by some of the digital art community's respected leaders who choose 30 digital masterpieces. These will be displayed in a gallery setting on the show floor at Macworld Conference & Expo/New York 2001 and then travel across the country to galleries and other venues. For more information about the contest and the gallery, please see www.macworldexpo.com/gallery.

Sponsored by



**Register Online with your Priority Code by
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Exhibitor List

Macworld Conference & Expo/New York 2001 Exhibitor List

(participating companies as of 04.05.01)

World-Class Exposition!

Macworld Conference & Expo's show floor is the ultimate venue for attendees to come, view, test drive, learn about, and experience first-hand, thousands of new products and services on display from over 400 participating companies and industry leaders!

2nd Wave Technologies
ACD Systems Ltd.
Adesso
Administrative Assistants Ltd.
Aladdin Systems, Inc.
Alchemymedia
Alias/Wavefront
Alsoft, Inc.
American Power Conversion
Appgen Moneydance
Apple
Aquent
Aridi Computer Graphics, Inc.
Asante
ATI Technologies, Inc.
Battery Technology, Inc.
Beatware
Belkin Components
BitHeadz, Inc.
Bitstream
Blue World Communications
Brother International
Canon U.S.A., Inc.
Canto
Casady & Greene, Inc.
Centrinity, Inc.
Century Global
Comfort Lab, Inc.
Compucable Corporation
Computer Systems Odessa
Connectix Corporation
Contour Design
Corel
Creative Labs, Inc.
Creative Labs, Inc.
CreoScitex America, Inc.
Dantz Development
Datadesk
DataTrak Inc.
Datavision Computer
Digital Convergence Corporation
Disc Makers
Earthlink, Inc.

Eastman Kodak Company
Ecix Corporation
EloTouch Systems
eMedia Music
Emulators Inc.
Eovia
Epson America
Eskape Labs/Hauppauge
Extensis Products Group
EZQuest, Inc.
Filemaker, Inc.
FileWave, Inc.
Focus Enhancements, Inc.
Frontbase
GCC Printers
Group Logic
Guitar Center
Hand Held Products,
A Welch Allyn Affiliate
Harman Kardon
Hewlett-Packard Company
HireKnowledge
Hoodman Corporation
Hungry Minds, Inc.
Imation
Intelligent Media
IOGEAR by ATEN Technology, Inc.
Iomega Corporation
iProof Systems, Inc.
iREZ Technologies, L.L.C.
ITC
J&R Computer World
j.u.m.p! inc.
JR Inkjet, Inc.
Kaidan, Inc.
Klear Screen
KW Media Group
LaCie
Lexmark International
MacAcademy
MacAddict Magazine
MacDirectory
MacSpeech, Inc.
Mac Publishing
Mace Group, Inc/Macally Peripherals
MacPlay
Macromedia

Exposition Hall Dates & Times

Wednesday, July 18 10:00 am – 6:00 pm
Thursday, July 19 10:00 am – 6:00 pm
Friday, July 20 10:00 am – 4:00 pm

Macsense Connectivity
MacSoft
Management Software, Inc.
Matrox Video Products Group
MediaBin
Mediafour
Media Supply, Inc.
Meeting Maker, Inc.
Microsoft Corporation
Microtek
Mitsubishi Digital Electronics
Musitek
MYOB US, Inc.
NEC-Mitsubishi
New Motion Technology
NewTek
Nova Development
Nvidia
NYC Economic Development Corp.
Oaktree Software, Inc.
Orange Micro, Inc.
OTT-LITE Technology
Pacific Image Electronics
Peachpit.com
Photo Control Corporation
Pixologic
Power On Software, Inc.
Power R, Inc.
PowerFile
PowerLogix R&D, Inc.
Precision Consulting
Proxim, Inc.
QPS, Inc.
RealTimeImage
Remote Solution
Roxio
S.A. Technologies
Sassafras Software Inc.
SmartDisk/VST
SMART Technologies, Inc.
Smith Micro Software
Sonnet Technologies, Inc.
Sorenson Media
SPACE.com Canada, Inc.

Strider Software
TASCAM
TechTracker.com
Tekserve
Terra Soft Solutions
The Coriolis Group
The Creative Group
thINK4inc.com
Thursby Software Systems, Inc.
Toon Boom Technologies
Univenture Inc.
Vicomsoft
Virtual Ink
Vivid Details, Inc.
Wacom Technology
Xerox Office Printer Business

Interested in showcasing your products and services to tens-of-thousands of professionals and Mac enthusiasts at Macworld Conference & Expo/New York 2001?

Contact your Account Manager today! Space is limited!

Company A – J
Laura McDermott
Tel: 508-424-4806
Laura_mcdermott@idg.com

Company K – Z
Susan Brown
Tel: 508-424-4814
Susani_brown@idg.com

Please visit www.macworldexpo.com for the most up-to-date exhibitor list.

Macworld Conference & Expo Welcome



Dear Macintosh User,

"The most important Macworld Conference, ever."

That's what colleagues around the industry are saying as we get ready to present Macworld Conference & Expo/New York 2001. The spring release of Mac OS X puts unprecedented power and elegance in the hands of Mac users. It also represents the most significant change in the Macintosh user's computing experience since the introduction of the PowerPC. I'm pleased to present you with a comprehensive conference agenda that looks under the hood of the next generation OS. With over 30 conference sessions specifically covering Mac OS X topics — and just about every session discussing how Mac OS X affects their application — we've got Mac OS X covered for you with content that is available exclusively at Macworld Conference & Expo.

The **Macworld/Pro Conference** agenda (page 12) presents topics of interest to the computing professional who relies on the Macintosh as his/her platform of choice. We've developed a new conference agenda that offers the most sophisticated training available on Mac networking, digital video (with an emphasis on QuickTime), professional publishing, Mac systems administrations for large organizations, and detailed technical presentations that take you inside Mac OS X. We're also introducing a professional track specifically for FileMaker developers that includes an amazing 3 days of presentations by the world's leading FileMaker experts. If you use FileMaker you won't want to miss this great learning opportunity.

The **Macworld/Users Conference** (page 19) continues to be one of the best educational values anywhere, offering 80 conference sessions on a variety of exciting topics all presented by industry experts. Get your first taste of Mac OS X, learn all about making Desktop Movies, Digital Photography, and get tips on using your favorite applications. We have special tracks of sessions for Creative Professionals, Educators, Musicians and Small Business owners.

It all adds up to a week that's educational, interesting, challenging and fun! Macworld Conference & Expo/New York 2001 will be a seminal event in helping the Macintosh user base transition to Mac OS X. Plan to join us and expand your Macintosh horizons.

Sincerely,

Paul Kent
Conference Chairperson
Macworld Conference & Expo

PACKAGE	INCLUDES
Super Pass	Workshop, Macworld/Pro Conference Sessions, Macworld/Users Conference Sessions, Lunch, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits
Macworld/Pro Conference	Macworld/Pro Conference Sessions, Macworld/Users Conference Sessions, Lunch, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits
Macworld/Users I	Macworld/Users Conference Sessions, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits
Macworld/Users II	Workshop, Lunch (Workshop Day ONLY), Macworld/Users Conference Sessions, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits
Workshop (July 17)	Workshop, Lunch (Workshop Day ONLY), Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits
Exhibits Only (July 18 – 20)	Exhibits and MacBeginnings Sessions ONLY. (Does NOT include admission to the Keynote and Feature Presentation)

Save \$150 on a Macworld Conference & Expo SUPER PASS if registered by June 18, 2001!

July 17-20, 2001

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Workshops

Tuesday, July 17th

10:00 am – 5:00 pm

WA Practical Introduction to Mac Networking

Leon Ablon, President, Ablon Associates

A practical overview of Macintosh networking starting from ground zero. This workshop contains the knowledge required to design and build a large or small Macintosh (or cross-platform) Network and then connect it to the Internet. This workshop is designed to get you on track and provide you with the skills to feel comfortable in the worlds of Macintosh networking and Internet connectivity.

This workshop will help you learn:

- How to build the infrastructure: the wire and connectors that go in and on the walls
- How to bring your network to life: choosing and connecting hubs and switches
- How to upgrade: techniques for upgrading from LocalTalk, "slow" Ethernet and other legacy technologies
- How to provide network services: adding file, print, email and other services to your network
- How to provide Internet services: connecting to and protecting yourself from the Internet

Who should attend:

This workshop is ideal for educators, owners of small and medium size businesses, and departmental network administrators who are responsible for maintaining or specifying Macintosh networks; anyone who wants to improve their fundamental understanding of Macintosh networking.

WB Integrating Professional Publishing Tools

Sandee Cohen, Writer/Consultant

Today's software is much more than individual stand-alone applications. Designers and publishers need to learn how to integrate their software into a complete workflow for publishing, prepress, and repurposing for Web and multimedia graphics. This workshop shows how to master the use of PostScript information in fonts, page layout, illustration, and bitmapped applications. See how charts and tables from business applications can be translated into professional formats suitable for high-end printing. Discover the simple "pre-publishing" steps that can save hundreds of hours of formatting and composition.

This workshop will help you learn:

- How to determine the best application for the job
- How to convert files from one application to another
- Techniques for moving PostScript vectors from illustration to digital imaging
- How to use PDF formats as translation devices
- How to coordinate colors between applications
- How to trouble-shoot and pre-flight files for error-free printing within the "Adobe Family" of products

Who should attend:

Graphic designers, art directors, and artists working with page layout, vector and image editing programs; production managers who need to coordinate editorial and design and streamline workflow.

WC Managing Shared Macintosh™ Computers with Apple™ Macintosh Manager™

Mark Wheeler, Manager, Education and Government Services, Ease Technologies

Lee Younkers, Senior Education/Government Services Consultant, Ease Technologies

Apple™ Macintosh Manager™ is a very powerful and effective tool for protecting and controlling shared Macintosh™ computers while providing a personalized and secure work environment for each user. Macintosh Manager™ is a component part of Mac OS 9 and Mac OS X. In this workshop you will not only learn how to setup and manage a Macintosh Manager™ network, but also how to avoid common problems and maximize performance. We will cover upgrading an existing At Ease™ network to use Macintosh Manager™ as well as installing and configuring Macintosh Manager™ from scratch. You will also find out how to best prepare your computers and network infrastructure to make the installation of/upgrade to Macintosh Manager™ as smooth and efficient as possible.

This workshop will help you learn:

- How to best prepare your computers and network for Macintosh Manager™
- How to avoid common problems
- How to maximize the performance of your Macintosh Manager™ network
- Tips and tricks not found in the manual

Who should attend:

Current administrators, maintainers and users of Apple At Ease™ interested in upgrading to Macintosh Manager™ and anyone seeking a solution for managing networked Macintosh computers using the features built into Mac OS.

WD The QuickTime Professionals Workshop

Keith Hatounian, Vice President of Sales, Generic Media

From script to screen to Web, CD or DVD — you can learn how to produce better quality QuickTime content by attending this dynamic workshop. Technology masters from broadcast, professional audio and music and the QuickTime development community will share the techniques that will put polish and power behind your QuickTime production projects. Learn how to create smooth playing, bandwidth efficient, media-tuned QuickTime content that will provide your customers with a showcase of your creative work. The QuickTime Professionals Workshop is the definitive Macworld Conference & Expo program for understanding QuickTime's compression technologies, user controllable attributes and playback formats. This workshop concludes with inspiring demonstrations of creative QuickTime projects.

This workshop will help you learn:

- Planning your project: decision matrixes for pre-production and delivery mediums
- Content acquisition: how to get the most out of the latest digital and analog acquisition tools for video, music and audio content
- Post production: go deep inside QuickTime and learn what you can tweak and how for various production scenarios
- Content creation: how to create great QuickTime content
- Delivery: the information you need on Web, CD and DVD delivery

Who should attend:

Video production professionals looking to add QuickTime to their production arsenal; Web masters seeking to add video to their Web sites; new media professionals who want to understand the technical considerations of QuickTime production; and home video hobbyists looking to improve their QuickTime development skills.

Workshops

WE *Your First Mac OS X Workshop*

Bob LeVitus, Author/Consultant

For all the early adopters of Mac OS X, this workshop will show you all you need to know! This in-depth look at Mac OS X will show you the ins and outs of installing it, tips and techniques for customizing it, using it with the Web, plus fine-tuning and troubleshooting it. We'll also look at useful commercial programs, as well as great shareware and freeware that can enhance your Mac OS X experience.

This workshop will help you learn:

- What Mac OS 9 users need to know to use Mac OS X
- Tips, techniques, and advice on using Mac OS X
- How to have Mac OS X and Mac OS 9 coexist peacefully on the same computer
- How to configure Mac OS X for best performance
- Shareware, freeware, and commercial programs and utilities that make Mac OS X better

Who should attend:

Attend this workshop if you want to know more about using Mac OS X. This workshop will teach you everything you need to know to get up and running with Mac OS X painlessly.

WF *Getting Started with AppleScript*

Sal Soghoian, AppleScript Product Manager, Worldwide Product Marketing, Apple

Most Macintosh users don't realize there is a powerful hidden interface to their computers — a way to control and automate much of what we do every day; a way to save time and money; indeed, a way to have the computer do your work for you. Every Macintosh, right out of the box, can be automated and controlled using AppleScript, an English-like language, used to initiate and direct actions within or between applications. If you're not using AppleScript, you're just working too hard. Give yourself a break — attend this workshop and learn AppleScript today!

This workshop will help you learn:

- How to use the powerful AppleScript tools that come with Mac OS
- How to understand the AppleScript language syntax and how AppleEvents work
- How to release the power of scriptability in Mac OS and the Finder
- How to use the scriptability of many common Mac applications
- How to write scripts that allow Mac applications to automatically talk to each other

Who should attend:

Those who should attend this workshop are power-users looking to gain more control and customization of their system; graphics professionals looking to get the basics of creating multi-application workflow systems; and Web masters who want to understand AppleScript as a CGI language.

WG *JavaScript Bootcamp*

Dori Smith, Author, dori.com

You've done image rollovers — now what? There's a lot more to JavaScript and Dynamic HTML (DHTML) than just buttons that change. This workshop will teach the concepts of JavaScript and DHTML, how to use them to make Web pages smarter, and what's on the horizon. You'll go from knowing little to nothing about scripting to knowing both when and how to use JavaScript to its fullest capabilities.

This workshop will help you learn:

- How to add JavaScript and DHTML to Web sites
- What works and what doesn't with what browsers
- What's possible with the latest browsers
- What tools are available, and what are the right ones for you
- How to use JavaScript and DHTML to make your site worth returning to

Who should attend:

This workshop is designed for Webmasters who want to add interactivity to their site and designers who want to know what can be done with these technologies.

WH *The FileMaker Workshop*

John Mark Osborne, Owner and President, Database Pros

Scripting unleashes the real power of FileMaker Pro. Without it, FileMaker Pro is merely a database. With scripting, FileMaker Pro is a development platform that rivals C, Pascal, 4D and Access without all the development time. This workshop will teach you how easy it is to access the power in FileMaker Pro scripting to solve real world problems.

This workshop will help you learn:

- How to apply the powerful FileMaker scripting language
- How to create automated tasks to save you time
- How to idiot proof your FileMaker solutions
- How to determine the best solution for a particular task
- How to create scripts for multi-user environments

Who Should Attend:

This workshop is geared towards intermediate FileMaker users who want to increase their FileMaker abilities in the area of Scripting. Attendees should be very comfortable with FileMaker Pro in the area of fields, records, layouts, finds, sorts and relationships. Familiarity with scripting, calculations and relationships will also be helpful in understanding the concepts presented in this workshop.

WI *DV Revolution Workshop — Digital Video Production from Concept to Completion*

Eric Schultheis, Vice President of Training, DVcreators.net

The DV Revolution Workshop is an intensive, comprehensive, information-packed one-day workshop for digital video creators. The purpose of this workshop is to deliver a complete overview of the video creation process from shooting issues to final delivery.

This workshop will help you learn:

- How to get great footage that will compress optimally, essential lighting tools and techniques for the Web, mic options, and planning for Web delivery
- Essentials of editing and audio sweetening with Final Cut Pro
- Preparing streaming QuickTime video for the Internet
- The secret of delivering broadband content to modem users
- Sneak preview of "ISM", Interactive Synchronized Media, a concept of combining streaming video with synchronized vector media to produce the most powerful communications format ever

Who should attend:

Anyone involved in marketing, communications, e-commerce, entertainment, training, Web design, education, graphic design, desktop video production, and DV filmmaking.

WJ *Final Cut Pro Workshop*

Steve Martin, Creative Director, DVcreators.net

In this workshop, participants will learn why Final Cut Pro is redefining the standard for low-cost, high-performance post-production on the desktop. As the name implies, Final Cut Pro is designed for professionals and is loaded with features and tools for creating content for broadcast, film, DVD, or the Web.

This workshop will help you learn:

- The ins and outs of building a complete non-linear editing system
- Importing, managing and editing clips in Final Cut Pro
- Compositing and motion effect editing
- How to work with 3rd party plug-ins and filters
- How to capture footage and outputting to tape and/or Internet

Who should attend:

Whether you are shooting on DV, film or video, this workshop will show you how to integrate these various media assets, edit them, and create an uncompromising final product. This workshop is developed for film and video editors; motion graphic artists and designers; independent filmmakers; corporate communications specialists; and anyone who wants to do a lot with very little money!

WK Getting Started in Interactive Development

Nick Floro, President, Sealworks, Inc.

Attend this full day workshop and learn how to get started in building interactive solutions. Attendees will gain valuable knowledge on the latest hardware and software requirements, how interactive applications are used, developing digital solutions for Web and CD/DVD based distribution, QuickTime, as recent technological breakthroughs.

This workshop will help you learn:

- How to get started
- Hardware and software requirements
- Optimizing content with Photoshop 5.5 and Painter 6
- Immersive imaging with QuickTime VR
- Adding interactive content to the Web with LiveMotion, Flash, Electrifier, ImageReady, and GoLive
- Digital video editing with Final Cut Pro
- Optimizing audio & video content with Media Cleaner Pro
- Post production with Adobe After Effects
- 3D modeling and animation with Electric Image
- Authoring interactive applications for the Web and CD/DVD with Director 8

Who should attend:

Advertising, marketing and public relations executives looking to understand multimedia technology; content developers looking to improve their knowledge of authoring tools; marketing and sales executives looking to create more effective campaigns; educators looking to bring life to their curriculum; and anyone who wants to get started with a career in multimedia.

WL PDF Secrets for Print or Web

Hal Hinderliter, Director of Supplier Services, Impresse Corporation

You may already be using Adobe's Acrobat software to create PDF files, but are you fully exploiting PDF's expanding capabilities? Join this workshop for insight into how PDF files work, the advantages of PDF in comparison to older file formats (such as PostScript, GIF and JPEG), and a multitude of software demonstrations. We'll review the secrets behind PDF's popularity, check out the hot new features found in the latest version of Acrobat, and examine the essential tools you'll need to extend the functionality of PDF.

This workshop will help you learn:

- What differentiates PDF from other file formats
- Key points for proper PDF file creation
- The pluses and minuses of image compression, down sampling and sub-sampling
- How Adobe Acrobat handles fonts
- Important new features in Acrobat 4
- Calibrated color versus color management
- Editing text and graphics
- Plug-ins and tools for PDF users

Who Should Attend:

This workshop is ideal for anyone who produces digital graphics for paper, film or the Internet. Whether you are a designer, a prepress worker, a production manager or a Webmaster — if you need to know how the PDF file format can enhance your digital workflow, this workshop has something for you!

WM Web Animation Essentials, Tools and Techniques

Michael Ninness, Group Product Manager, LiveMotion, Adobe Systems, Inc.

While animated GIFs still have their place, the Web has moved on to more sophisticated content that combines vector based animation with interactivity and streaming sound. If you are feeling left behind, this workshop will bring you up to speed on the creative advantages and benefits of the Flash (.swf) file format.

This workshop will help you learn:

- Web animation fundamentals such as how to use a timeline, tweening, etc.
- How to add interactivity to animations to create non-linear timelines
- How to create buttons that use complex rollovers and actions
- Flash (.swf) authoring tools with power tips and tricks for Macromedia Flash and Adobe LiveMotion

Who should attend:

Anyone involved in creating Web animation for less than a year and anyone who wants to learn more about alternative tools for authoring to the Flash (.swf) file format.

WN Secrets of Shooting Great DV

Josh Mellicker, President and CEO, DVcreators.net

Today's DV camcorders are capable of amazing, world-class results when in the hands of someone who knows the secrets. You don't want to miss this exclusive day of tips, techniques and secrets from a veteran of broadcast and film production who now specializes in getting world-class results from inexpensive DV camcorders and simple lighting gear. Camcorder features, operation, aesthetic technique, effective lighting, camera and mic setups are all covered in this practical, clear and entertaining workshop. The instructor will share cinematic and visual storytelling techniques that will help you create more effective training and marketing videos or films and documentaries for the Web, DVD, CD-ROM, VHS or broadcast.

This workshop will help you learn:

- Camera operation and aesthetics
- Lighting techniques and tools
- Tips for recording great audio
- Secrets to making DV look like film
- Shooting for the Web

Who should attend:

Anyone who is shooting video for training, marketing, education, DV filmmaking, fundraising, e-commerce sites, medicine, human resources, science, politics, religion, law, entertainment, corporate communications, documentaries or broadcast television.

WO Mac OS X In-Depth

John C. Welch, Mac/PC Administrator, AER, Inc.

David K. Every, Webmaster, MacKido.com

This workshop takes a technical look at Mac OS X. Although many buzzwords are used to describe Mac OS X, what do they really mean, especially to the Mac OS X administrator? This workshop explores what pre-emptive multitasking and memory protection really mean. It also examines the Unix foundations of Mac OS X, and what they mean — good and bad — to the Mac administrator. Mac OS X networking and security issues are explored in-depth, as well as the differences between Carbon, Cocoa and Classic. We also address how Mac OS X handles the current Mac OS's Java issues. Anyone who is in need of a solid technical examination of Mac OS X should attend this workshop, because it will give you the information that you need to decide how you are going to deal with this next generation OS.

This workshop will help you learn:

- What pre-emptive multitasking and memory protection will do for you, and what they won't do
- What the differences are between Carbon, Cocoa, and Classic, and the implications of those differences
- How to deal with the Unix foundations of Mac OS X, and turn a potential nightmare into your best tool
- What Quartz and OpenGL are, are not, and how they affect you and your users
- How Mac OS X improves on things like Java, AppleScript, and other Mac OS features to help you be a more efficient administrator

Who should attend:

This workshop is designed for Macintosh managers and technical administrators who are looking for detailed information about Mac OS X and its deployment. This workshop is also appropriate for Power Users who have some experience using the Mac OS X public Beta or first release and want to take their mastery to the next level.

Please note: Workshops and instructors are subject to change.

Macworld/Pro Conference-at-a-Glance

**Macintosh
Networking &
Communications**

Mac OS X In-Depth

**Professional
Publishing**

**Application
Spotlight:
FileMaker Pro**

**The Mac
Manager**

Digital Media

Wednesday, July 18

12:30 pm – 2:00 pm	C01 Mac Networking Update	C02 HOT Session To Be Announced!	C03 Setting Up a ColorSync Workflow: Color Management Tools & Techniques	C04 FileMaker Pro and Web Technologies	C05 Becoming a Successful Mac Manager, Part 1 – Business Issues and Strategies	C06 The Mac as a Platform for Mainstream Media Innovation: Meet Mac-based Producers of Digital Cinema, Enhanced & HDTV
2:15 pm – 3:45 pm	C07 Securing Your Internet Connection – Updated for Mac OS X	C08 Backup, Archiving and File Transfers for Mac OS X	C09 Implementing a ColorSync Workflow: Color Management on Mac OS 9 and Mac OS X	C10 Stretching the Capabilities of FileMaker Pro	C10 Becoming a Successful Mac Manager, Part 2 – Practice Issues and Career Building	C12 Secrets of Final Cut Pro
4:00 pm – 5:30 pm	C13 X Plays Well With Others: Integrating Mac OS X into Existing Corporate Networks	C14 Stupid Unix Tricks	C15 Color Management Secrets	C16 FileMaker Pro as a Business Management Tool	C17 A Hardcore Mac OS 9 Troubleshooting	C18 From 0 to 360 Degrees in QuickTime VR

Thursday, July 19

10:30 am – 12:00 pm	C19 Advanced AirPort Networking	C20 HOT Session To Be Announced!	C21 Mac OS X and PDF – The REAL Story	C22 Increasing the Power of FileMaker Pro through Plug-ins	C23 Creating a Rich and Fertile Pond: Inside the Creative Shop	C24 DVD Now Means: Digital Visionary Device!
1:30 pm – 3:00 pm	C25 Real-World Cross-Platform Network Management	C26 The State of Java on the Macintosh	C27 Hot Session To Be Announced!	C28 Configuring and Optimizing Your FileMaker Pro Network	C29 Business Transformation and Web Migration	C30 QT Compression Secrets
3:15 pm – 4:45 pm	C31 Making NT/2000 Work for Mac Administrators	C32 Managing Fonts on Mac OS X: A Primer on the Apple Type Solution	C33 PDF Workflow with Mac OS X	C34 Relational Database Design	C35 Easy Migration into the Scalable World of SQL Databases Using WebObjects	C36 Photoshop for DV

Friday, July 20

10:30 am – 12:00 pm	C37 The Hows and Whys of OpenAFS on Mac OS X	C38 Using Unix Software with Mac OS X	C39 Web Development in Mac OS X: The Ultimate Web Publishing Platform	C40 Unleash the Power of FileMaker Pro with Apple Events	C41 Creating Compelling Video Content for the Web	C42 New Paradigms for Content
12:45 pm – 2:15 pm	C43 HOT Session To Be Announced!	C44 Customizing the Mac OS X Interface – Advanced	C45 HOT Session To Be Announced!	C46 Congratulations: You've Compromised the Security of Your FileMaker Pro Database	C47 Taking Over Your Company's Macs: Becoming "Mac IS" for Companies Without Mac Support	C48 HOT Session To Be Announced!

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Macworld/Pro Conference Sessions

Track Descriptions:

Macintosh Networking & Communications

This track presents techniques and technologies associated with deploying Macintosh LANs, WANs, and Internet/Intranet access. These technical presentations take you inside the protocols and services you encounter when deploying connected Macintosh. Get the most of your network or make it state of the art — these tactical sessions will show you how.

Mac OS X In-Depth

This track of advanced sessions takes you under the hood of Mac OS X — the next generation operating system for the Macintosh. You'll learn about Mac OS X's Unix heritage and why this is important for advanced usage and management mastery. Also covered are sessions on how popular add-on technologies like AppleScript and Java are affected by Mac OS X. You will hear about housekeeping issues in Mac OS X such as backup and font management. You will also review advanced topics on the advanced operating system — Mac OS X.

Professional Publishing

Hear from industry experts how to be more profitable, efficient, competitive and employable in the creative arena. You'll gain knowledge that will help you run a leaner, meaner and more productive creative group. These sessions will show you market opportunities and provide practical advice to improve your bottom line.

Application Spotlight: FileMaker Pro

One of the most important and popular applications in the Mac universe is FileMaker Pro. We're pleased to present an Application Spotlight track exclusively for developers of this amazing tool. Spend 3 days with the FileMaker gurus covering advanced development techniques. Tips, tricks and inspiration galore is found in this hardcore track for the hardcore FileMaker developer.

The Mac Manager

The Mac continues to be a platform in transition. Organizations that depend on the Mac OS now are facing new software and hardware options that require a considerable amount of strategic planning to ensure successful deployment. This track features sessions that look at the needs of organizations using the Mac and present the methods, practices and technologies that are defining the role of the Macintosh manager.

Digital Media

The Mac is a mainstream tool in digital media. Apple technology provides best-of-class tools to produce and deliver the highest quality content. Attend sessions in this track to hear from industry experts and top practitioners how to use these tools to create quality material and deliver experiences to your customers. This track mixes practical tools advice with brilliant industry perspectives to deliver a composite picture of deploying the Mac in the digital media arena.

Wednesday, July 18th

12:30 pm – 2:00 pm

Macintosh Networking & Communications

C01 Mac Networking Update

Thomas Weyer, N&C Technologies Manager, Apple

Apple's Open Transport is the system software foundation for Mac networking. Apple continues to enhance OT for performance and compliance with the latest IETF specifications. This session will highlight the latest news on Open Transport and the evolution of the Mac as a TCP/IP platform. The speaker will discuss multi-homing, IP multicast and the inclusion of other standard IP functionality on the Mac client and server platform. Learn the latest and greatest about what's up with Apple Networking.

Mac OS X In-Depth

C02 HOT Session To Be Announced!

Please visit www.macworldexpo.com for the latest information!

Professional Publishing

C03 Setting Up a ColorSync Workflow: Color Management Tools & Techniques

John Zimmerer, ColorSync Product Manager, Worldwide Product Marketing, Apple

In this session, we will outline the hardware, software, and methodology commonly used to assess, calibrate, and characterize color devices and how that information is used in a ColorSync/ICC-compatible workflow. This lecture will outline the groundwork for implementing a ColorSync workflow. Both Mac OS 9 and Mac OS X will be discussed.

Application Spotlight: FileMaker Pro

C04 FileMaker Pro and Web Technologies

Cris Ippolite, President and Owner, iSolutions, Inc.

One of the most compelling features of FileMaker Pro is its ability to quickly and inexpensively publish databases on the Web. This session will provide a comparative analysis of Instant Web Publishing, CDML/Web Companion, Lasso/FileMaker Remote and XML. In addition, the hot new combination of FileMaker Pro and Flash will be explored. This session will help you decide the best option for sharing FileMaker Pro data on the Web.



Macworld/Pro Conference Sessions

The Mac Manager

C05 *Becoming a Successful Mac Manager, Part 1 — Business Issues and Strategies*

*Ron Marx, Manager, Information Services,
Ron Marx DataBase Design*

*John Martellaro, Senior Marketing Manager,
Science and Technology Markets, Apple*

*Duane Straub, Systems and Network Associate,
Lawrence Livermore National Laboratory*

*Debbie Gates, Production Systems Supervisor,
Hungry Minds*

This Macworld/Pro favorite session has been updated for today's computer professional! This is a business-oriented, non-technical session that engages panel and audience members in issues common to Mac managers. This executive-level, interactive discussion addresses the hottest issues: dropping Macs in favor of a single platform IT operation, strategies for winning arguments with PC colleagues, how to respond to Mac myths, and how to find the "bottom line" in the Mac vs. PC argument at your workplace. This non-technical session assumes an in-depth understanding of technical issues. We'll discuss how non-technical executives perceive technical issues, common scenarios concerning "single platform" migrations, how to win the PC vs. Mac argument without arguing and the real strengths and weaknesses of the respective computing platforms. Great info for the Mac Manager who has an eye on advancement.

Digital Media

C06 *The Mac as a Platform for Mainstream Media Innovation: Meet Mac-based Producers of Digital Cinema, Enhanced and HDTV*

*Nick DeMartino, Director, New Media Ventures,
American Film Institute*

The nineties saw the Mac and QuickTime emerge as a standard for production of a wide range of media types in film, television, and the Internet. The revolution continues with high-resolution media aimed at HDTV, interactive enhanced TV, and digital cinema exhibition — and the Mac has proven again to be an indispensable tool for artists pushing the boundaries of innovation. Join the American Film Institute as we meet a panel of pioneers at the frontier of high-end media, and learn their production secrets.

2:15 pm – 3:45 pm

Macintosh Networking & Communications

C07 *Securing Your Internet Connection — Updated for Mac OS X*

Doug Nomura, Private Consultant, Ories Scientific

Whether you are a business or an individual connected to the Internet via a leased line or a broadband connection, you must be concerned about the security of your Internet connection. This session will review many different aspects of security including security tools, forensics, virus scanning, authentication and intrusion detection. Different firewalls will be covered in detail with special attention to many of the Mac-based firewalls. Also, security issues relevant to Mac OS X will be addressed.

Mac OS X In-Depth

C08 *Backup, Archiving and File Transfers for Mac OS X*

*Leonard Rosenthal, Senior Software Engineer,
Digital Applications, Inc.*

*Craig Isaacs, Vice President, Sales and Marketing,
Dantz Development Corp.*

Adam Engst, Publisher, TidBITS

Mac OS X is just Unix, right? So isn't tar & gzip good enough? Come to this session to learn about why Mac OS X isn't just "your father's Unix" and why that makes a HUGE difference when it comes to backing up, archiving, and electronically transferring your files.

Professional Publishing

C09 *Implementing a ColorSync Workflow: Color Management on Mac OS 9 and Mac OS X*

*John Zimmerer, ColorSync Product Manager,
Worldwide Product Marketing, Apple*

In this session, we will cover the similarities and differences in ColorSync workflows in Mac OS 9 and Mac OS X and will discuss how you can successfully manage color on both for digital imaging, design and print, and Web workflows. Single system and network solutions will be addressed.

Application Spotlight: FileMaker Pro

C10 *Stretching the Capabilities of FileMaker Pro*

*John Mark Osborne, Owner and President,
Database Pros*

FileMaker Pro is the most widely used database on the Macintosh. Most people will tell you they chose FileMaker Pro for its ease-of-use. What most people don't know is what you can accomplish with a little ingenuity. By combining FileMaker Pro features, it is possible to accomplish tasks you didn't think possible. This session will focus on stretching the capabilities of FileMaker Pro beyond the original design.

The Mac Manager

C11 *Becoming a Successful Mac Manager, Part 2 — Practice Issues and Career Building*

*Ron Marx, Manager, Information Services,
Ron Marx DataBase Design*

*Chuck Goolsbee, The Big Kahuna of Technical
Operations, digital.forest, Inc.*

*John C. Welch, Mac/PC Administrator,
Atmospheric and Environmental Research, Inc.*

You're a Mac Manager. Maybe you're a veteran, maybe a newcomer — whatever your level of experience, this session will give you detailed yet concise ways to perfect the art and science of the effective, successful Macintosh Systems Manager. This session assumes technical knowledge, but is mostly non-technical in content. We'll cover the fundamentals for running an IS operation, tips for effective staff management, how to promote the IS department within the company, and best practices for career growth including methodology fundamentals of Information Systems.

Digital Media

C12 *Secrets of Final Cut Pro*

Steve Martin, Creative Director, DVcreators.net

There is power and depth hidden within Final Cut Pro that few have seen. One of the leading Final Cut Pro experts in the world will share a variety of Final Cut Pro tips and techniques. You will gain valuable knowledge including advanced titling tricks, making video look like film, motion graphics and compositing tricks, and much more!

Register Today & Save!

July 17-20, 2001

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4:00 pm – 5:30 pm

Macintosh Networking & Communications

C13 *X Plays Well With Others: Integrating Mac OS X into Existing Corporate Networks*

Mark Jeffries, Senior Systems Specialist, Genentech, Inc.

The Mac has long played the role of "Universal Client": give it an environment, and it will fit in. Mac OS X brings this to a whole new level. But what if you are ready to unleash this enterprise-grade OS on a rather large user population? What if you already have an established network architecture that you have to fit into? You'll receive valuable tips on designing Mac OS X architectures using open protocols and deploying front-end analysis techniques to avoid common pitfalls. Join us as we provide a real-life example of making Mac OS X work in a large heterogeneous computing environment.

Mac OS X In-Depth

C14 *Stupid Unix Tricks*

Deirdre Saoirse Moen, Service Engineer, TiVo

This session presents Unix tricks and tips to help make it easier to understand the underpinnings of Mac OS X and how to get the most out of it. By popping the hood, you'll gain a deeper appreciation of why Apple went with a traditional Unix under Mac OS X and how to harness some of the power that lies beneath the hood.

Professional Publishing

C15 *Color Management Secrets*

Steve Upton, President, Chromix

This session presents an overview of color management and digital matching technology and then gets into tips and tricks to help understand what is going on when colors don't match. Attend this session to learn what makes up an ICC profile, how to use profiles to run your workflow and how to evaluate your devices. See how profiles contain useful information through graphing and color comparisons. You should attend if you are struggling with color management issues or just want to understand more. Suitable for designers, art directors, photographers, prepress and printers.

Application Spotlight: FileMaker Pro

C16 *FileMaker Pro as a Business Management Tool*

*Danny Mack, Chief Software Architect,
New Millennium Communications*

Many common business problems can be dealt with exceptionally well using FileMaker Pro, especially if you design your solution correctly! We will look at specific business issues such as inventory control, time billing, and accounting. We will discuss technical challenges including access control, data integrity management, record locking, and designing for optimum performance with large numbers of records. Creative uses of some of the newest features of FileMaker Pro will be explored.

The Mac Manager

C17 *A Hardcore Mac OS 9 Troubleshooting*

*Christian Lilley, Director of Consulting,
Uptime Computer Services*

For seasoned veterans and Sysadmins, you'll learn how to understand the OS and what to do when trouble strikes. Cut down your OS reinstalls by learning internals of operating system components and how they interact. Refine your skills for diagnosing hardware problems from software.

Digital Media

C18 *From 0 to 360 Degrees in QuickTime VR*

Jon Alper, Senior Technologist, WGBH Interactive

If you've always wondered how QuickTime VR tours and object movies were made, then this is the session for you. We'll start from scratch describing the hardware and software available, cover tricks and tips for shooting your pictures, and end with how to get your project on the Web. We will demonstrate and discuss, stitching panoramic VR, building object VR, and embedding your VR's in an HTML document for the Web. You'll leave this session with a clear grasp of the essentials of QuickTimeVR and be ready to start creating your own virtual tours.

Thursday, July 19th

10:30 am – 12:00 pm

Macintosh Networking & Communications

C19 *Advanced AirPort Networking*

Speaker to be Announced

This session takes you beyond the basics of installing and configuring an AirPort wireless network. Learn how to access and configure AirPort's advanced features like security and closed networks, NAT and DHCP service, designing networks with multiple base stations and AirPort to Ethernet bridging options. We'll also discuss proper ways to reset and restore AirPort settings and update firmware. A must-attend session for anyone deploying multiple AirPorts or depending on their AirPort as a vital component of their network.

Mac OS X In-Depth

C20 *HOT Session To Be Announced!*

Please visit www.macworldexpo.com
for the latest information!

Professional Publishing

C21 *Mac OS X and PDF — The REAL Story*

*Leonard Rosenthal, Senior Software Engineer,
Digital Applications, Inc.*

Apple has been touting the new Quartz graphics engine that underlies Mac OS X, and its ability to give every application "full support for PDF". Starting with an overview of all that the Portable Document Format (PDF) offers, we'll take a look at how Quartz addresses (or doesn't address) the many areas of PDF documents — from the Web, to forms, to pre-press. This information is valuable for users and developers alike!



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Macworld/Pro Conference Sessions

Application Spotlight: FileMaker Pro

C22 Increasing the Power of FileMaker Pro through Plug-ins

Danny Mack, Chief Software Architect,
New Millennium Communications

Increasingly, the newest and coolest features of FileMaker Pro are being delivered as plug-ins by third party developers. We will quickly cover plug-in basics: how to install them on a network, how to use them in a Runtime solution, and how to design your solution so you can count on a plug-in being there when you need it. We'll look at real world applications using some of the top plug-ins by vendors including New Millennium Communications, Waves In Motion, Troi Automatiser, and others — and we'll look at the syntax to see how it's done. We will investigate plug-ins for managing images, emailing, Web publishing, security and access control, and interface enhancement. Discounts on FileMaker plug-ins will be given to all who attend and several plug-ins will be raffled off at the end of the session.

The Mac Manager

C23 Creating a Rich and Fertile Pond: Inside the Creative Shop

Bob Slote, Founder and Creative Director, 500watts

We are in a business that grows at a tremendous speed, which takes an extremely talented management team and a culture that scales. The chaotic tumbling that we've experienced in this industry is far from going away. It is a natural part of doing business. How does the creative studio deal with change and growth? What happens to the environment when the company you work for gets acquired, merges, or does the acquiring? This presentation is about those changes, about growing the fertile pond, retaining happy employees, building a creative studio, looking at methodology, and keeping the clients happy. This session is recommended for anyone who is interested in working in, or building a creative department.

Digital Media

C24 DVD Now Means: Digital Visionary Device!

Bruce Nazarain, President, Gnome Digital Media

Stand back! Apple has blown the doors off of the Digital Video Revolution with DVD Studio Pro, and this session will show it to you in action! We'll make a DVD project while you watch! This session will show off all that DVD Studio Pro has to offer, including the seamless integration with Final Cut Pro (for creating your content), and QuickTime (for converting your content to MPEG2 form for DVD!) You will be amazed at how easy it can be to supercharge your video content with the powerful digital delivery that DVD provides. Best of all, DVD Studio Pro makes compliant DVD discs that almost everybody can view on their set-top DVD player. No more special drives required... The 733 MHz G4 CPU with the revolutionary SuperDrive allows you to burn your own DVD discs at home, and Apple media is \$10 a disc. We'll create a real DVD on the spot to show you how easy it is. Prepare to join the DVD Revolution!

1:30 pm – 3:00 pm

Macintosh Networking & Communications

C25 Real-World Cross-Platform Network Management

John Welch, Mac/PC Administrator,
Atmospheric and Environmental Research, Inc.

The days of a pure Mac network are running out, if not already gone. For the Mac Manager, the first introduction to managing other platforms along with the Mac OS can be a trial by terror. But it doesn't have to be. The Mac OS, especially Mac OS X, along with a few applications and utilities gives you amazing capabilities and flexibility in running almost any network, regardless of platform. This session will show you how to take advantage of these capabilities in a real world fashion that will help move you out of any trial and into the strata of the "UberManager".

Mac OS X In-Depth

C26 The State of Java on the Macintosh

Dan Steinberg, Author, JavaWorld Magazine

Mac OS X not only has a strong support for Java, but Apple is recommending Java as an entry tool for Mac OS X development. The story doesn't end with this first release. Hear directly from Apple engineers and third party vendors on what is available and what is coming. This interactive panel discussion will address QuickTime, WebObjects, developer tools and the news from WWDC.

Professional Publishing

C27 HOT Session To Be Announced!

Please visit www.macworldexpo.com
for the latest information!



Register Online with your
Priority Code by June 18, 2001
to receive a Free Exhibits Only pass!

(Priority Code can be found on the address label on the back cover)

Application Spotlight: FileMaker Pro

C28 Configuring and Optimizing Your FileMaker Pro Network

Karl Pittenger, Systems Engineer, FileMaker, Inc.

What's the best configuration for your FileMaker Pro network in order to achieve optimum speeds over a local area network? What scenarios should you avoid? Should you upgrade to FileMaker Server or stick with your current network configuration? What about publishing some of the data to the Web? All these questions and more will be addressed by a systems engineer from FileMaker, Inc.

The Mac Manager

C29 Business Transformation and Web Migration

David M. Burk, President and CEO, Clear Ink, Inc.

The marriage of technology, operations and communications has created a melting pot of needs for creativity and delivery. The presentation involves a framework for how corporations, no matter their size, can think about the technology, the Internet, branding, marketing and fulfillment. Given that the industry is an emerging one, the presentation includes case studies and stories from the front lines surrounding our work with strategic business models, integrating the .com component into a larger company, transforming old-line businesses into e-players, and more.

Digital Media

C30 QT Compression Secrets

Doug Werner, Webslinger, Internet Communications, Apple

What do you do when the shoot was fantastic and source material is clean, but the compression process is yielding less than optimal results? This session will cover what it takes to deliver the highest quality QuickTime video from standard HTTP or FTP servers and how to provide streamable versions from QuickTime streaming servers. Apple Webmaster Doug Werner, who compressed the Star Wars Episode I trailer, Planet of The Apes, (and responsible for many blockbuster film trailers), will show session attendees the entire process he uses to compress and post major studio movie trailers and other video/audio content with Media Cleaner Pro and QuickTime.

3:15 pm – 4:45 pm

Macintosh Networking & Communications

C31 Making NT/2000 Work for Mac Administrators

Michael Volchok, President of Volchok Consulting, Inc., Apple Solution Expert

We live in a cross-platform world. Many Mac users in corporate America work off of NT/2000 Servers, but getting them to work well can sometimes be tricky. This session will address how to make NT/2000 Servers work for you. Attendees will learn about proper client and server hardware requirements, recommended server settings, network requirements and the real limitations of NT and 2000 Servers when deploying with Mac clients.

Mac OS X In-Depth

C32 Managing Fonts on Mac OS X: A Primer on the Apple Type Solution

John Zimmerer, ColorSync Product Manager, Worldwide Product Marketing, Apple

Mac OS X simplifies font usage and management supporting PostScript Type 1, OpenType, and TrueType fonts. Learn more about the features and benefits of the Apple Type Solution (ATS) in Mac OS X.

Professional Publishing

C33 PDF Workflow with Mac OS X

Gene Miller, Marketing Manager, Design and Print Worldwide Creative, Apple

With the inclusion of PDF in the graphics layer of Mac OS X, new questions and possibilities crop up for PDF environments. Discussion will focus on the implementation and capabilities of PDF in Mac OS X, and how that fits into a professional publishing workflow. What tools are appropriate, and how does Apple's version fit with Adobe's PDF?

Application Spotlight: FileMaker Pro

C34 Relational Database Design

Karl Pittenger, Systems Engineer, FileMaker, Inc.

If you don't properly design the structure of your database solution, you may not be able to produce the reports you want, perform indexed searches and more. If your solution is not relationally sound, you might need to cover up the structural flows with cumbersome scripting or unnecessary calculations. Or, worse yet, you might have to start the project over from scratch. This session will address Entity Relationship (ER) diagramming, validation, orphans and other common relational concepts through examples that teach you how to design a good foundation for your FileMaker Pro solutions.

The Mac Manager

C35 Easy Migration into the Scalable World of SQL Databases Using WebObjects

Malcolm Crawford, Technical Marketing Director, Cassini Division Limited

Many Mac OS users are aware of the benefits of using solutions such as FileMaker and 4D. Unfortunately, they are usually also aware of the limitations of these products. This session provides an introduction to SQL and the creation of SQL databases, and compares the creation of a front end to a contacts database using Lasso, Omnis, and WebObjects.

Digital Media

C36 Photoshop for DV

Rod Harlan, Executive Director, Digital Video Professionals Association (DVPA)

See how the Pros incorporate Photoshop into Digital Video work and how to prepare your files for use in DV applications. Learn tricks for deinterlacing images, setting up NTSC safe areas, adding alpha channels for DV, and much more! You'll be able to add Photoshop to your DV toolkit with tips from this session.

Friday, July 20th

10:30 am – 12:00 pm

Macintosh Networking & Communications

C37 The Hows and Whys of OpenAFS on Mac OS X

Joe Jackson, Systems Development Manager, Carnegie Mellon University

AFS is a distributed file system popular in higher education and government labs. AFS allows files stored on a central server to be securely accessed and shared across the institution or across the world. AFS was developed for Unix systems but has recently been ported to Windows 2000 and Mac OS X. This session reviews the key features of AFS and describes how to install and use Carnegie Mellon's OpenAFS distribution for Mac OS X. Attendees will hear about the important features of AFS, as well as its history as a product through its recent debut as an IBM open source project. Attendees will learn how to download, install, and make use of Carnegie Mellon's OpenAFS distribution for Mac OS X.

Macworld/Pro Conference Sessions

Mac OS X In-Depth

C38 Using Unix Software with Mac OS X

Leonard Rosenthal, Senior Software Engineer,
Digital Applications, Inc.

With Mac OS X having a Unix foundation, there is the opportunity to run many of the free products available from the Internet — but are they really just “ready to go”? Come to this session to learn about what kinds of things are out there. What runs and what doesn’t, and what you may have to do to if you’re really set on using a particular tool.

Professional Publishing

C39 Web Development in Mac OS X: The Ultimate Web Publishing Platform

Eric Hamilton, Worldwide Marketing Manager,
Web Publishing, Apple

Apache Web server and FTP services built-in. Perl and PHP standard. Web-based collaboration through WebDAV. Mac OS X brings the power of UNIX Web development tools to an elegant and intuitive environment. Come learn about the incredible power and ease Mac OS X provides to the Web publishing community.

Application Spotlight: FileMaker Pro

C40 Unleash the Power of FileMaker Pro with Apple Events

Steven Blackwell, President and CEO, Management
Counseling Services

Apple Events and other Open Scripting Architecture (OSA) technologies can vastly expand the capabilities of FileMaker Pro and FileMaker Server as well as simplify the administration of FileMaker Pro multi-user files. The technology is built-in to every copy of FileMaker Pro for the Mac OS and is further enhanced by the Mac OS itself. This fast-paced and intensive seminar will demonstrate how to create customized, interactive interface enhancements in FileMaker Pro with Apple Events. How to have FileMaker Pro 5 and FileMaker Server 5 communicate with other applications, how to automate specialized FileMaker Pro 5 backups and how to make FileMaker Pro 5 communicate with middleware programs to perform a variety of tasks.

The Mac Manager

C41 Creating Compelling Video Content for the Web

Scott Scheinbaum, Multimedia Producer,
Scripps Productions/HGTV

With the advent of Final Cut Pro and DV cameras, we have seen more video content created than ever before, much of it for the Web. What makes one video show up in everybody’s mailbox while others barely get clicked on? Is it lighting? Acting? The type of camera? Many novice videographers concentrate on making their Web video projects look good, but neglect the most important part of the equation: the story. In this session we will find out why people watch video on the Web, what keeps them interested and how a well crafted message is one of the most important things you can add to your Web video project.

Digital Media

C42 New Paradigms for Content

Adam Stoltman, Publisher, Journal E

Developing successful content is a balancing act between creative imperatives, technical limitations and challenges and understanding your audience. The content of tomorrow must reach across the lines of entertainment journalism and education as well as cross the boundaries of traditional media — books, print, film, television, etc. Through this panel discussion we will present examples of some of the most forward thinking approaches to content development — and invite participation from the audience through question and answers.

12:45 pm – 2:15 pm

Macintosh Networking & Communications

C43 HOT Session To Be Announced!

Please visit www.macworldexpo.com
for the latest information!

Mac OS X In-Depth

C44 Customizing the Mac OS X Interface — Advanced

Ben Stanfield, Executive Editor, MacSlash

Mac OS X is lickable, but maybe you’d like to tweak that new interface. This session will focus on altering and customizing Aqua. The focus will be on customizing the dock, exploring the defaults program, and even investigating those .rsrc files with ResEdit. Anyone who has used Mac OS X will be able to follow along, even as we explore deep into the depths of Mac OS X with Terminal.app.

Professional Publishing

C45 HOT Session To Be Announced!

Please visit www.macworldexpo.com
for the latest information!

Application Spotlight: FileMaker Pro

C46 Congratulations: You’ve Compromised the Security of Your FileMaker Pro Database

Steven Blackwell, President and CEO,
Management Counseling Services

Commercial solutions, customized database design work, and internally developed corporate solutions are all susceptible to compromise if they were developed without appropriate security parameters. Many commonly employed “enhancements” or “features” that developers introduce into their databases can compromise and even destroy any security features. Misuse of other features designed to protect the database, notably the built-in password system and the Developer Tool, can also significantly adversely affect the overall security of the database solution. Proper use of the Developer Tool, plug-ins, and internal security parameters can greatly enhance the security and integrity of FileMaker Pro database solutions. Good security is both an attitude and a set of best practices.

The Mac Manager

C47 Taking Over Your Company’s Macs: Becoming “Mac IS” for Companies Without Mac Support

Debbie Gates, Production Systems Supervisor,
Hungry Minds

What do you do when you find yourself the sole technical support for the Macintosh in your business, even though it’s not in your job description? Take over! This session will help up-and-coming Mac managers make the transition to being the official “person in charge” of their Macintosh by becoming indispensable to users, managers and IS staff. This session is about building bridges, not walls, with the IS staff in a mixed-platform environment; gaining credibility with “career techies” and with managers, budgeting and strategic planning (even if you don’t control the budget!) and dealing successfully with vendors or purchasing departments who aren’t Mac-savvy.

Digital Media

C48 HOT Session to be Announced

Please visit www.macworldexpo.com
for the latest information!

Please note: Conference sessions and speakers are subject to change.

Register Today & Save!

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Macworld/Users Conference-at-a-Glance

Wednesday, July 18th

12:30 pm – 1:45 pm

- S01** Small Business Networking Made Easy with Mac OS X
- S02** Everything You Need to Keep Your Mac Working Smoothly
- S03** Wireless Distance Learning
- S04** Basic After Effects
- S05** Funkify Your World with the Coolest Tools on Earth
- S06** Special Mac Musicians Keynote
- S07** Photoshop: Fast, Flawless, and Flexible!
- S08** POWER DV — Pro Tips for Nonlinear Editing Home Video
- S09** Introduction to QuickTime™
- S10** Choosing Your Internet Connection: Dialup, Broadband and Beyond

2:00 pm – 3:15 pm

- S11** Making the Transition to Mac OS X
- S12** Upgrade Your Mac and Live to Tell About It
- S13** Applied iMovie for Education
- S14** To Be Announced
- S15** Going Virtual: A Small Business Guide to Creating a Virtual Small Business
- S16** Making Music with Mac in the New Millennium
- S17** It's the FONTS!
- S18** How to Digitally Archive Your Family History
- S19** AppleScript Primer
- S20** Power Surfing: Hanging 10 in Cyberspace

3:30 pm – 4:45 pm

- S21** Troubleshooting Mac OS X
- S22** Mac-based Sales Force Automation
- S23** Enhancing Education with iMovie and QuickTime
- S24** Mac OS X Reality Check
- S25** Click and Grow Rich!™
- S26** Beginners Guide to Music on the Mac
- S27** Digital Imaging: Uncanny Realism
- S28** PalmPilot and Macintosh — A Match Synched in Heaven
- S29** To Be Announced
- S30** Your Wireless Future

Thursday, July 19th

10:30 am – 11:45 am

- S31** Maintaining Mac OS X
- S32** Why Crashes Happen and What to Do About Them
- S33** Technology in Our Schools: Have We Learned Enough to Prepare for the Road Ahead?
- S34** Secrets of the Expert PowerBook User
- S35** A Mac User's Survival Guide for Working with Windows Clients
- S36** Going Pro with Jam: Digital Mastering for Serious Musicians
- S37** Editing Techniques for iMovie 2
- S38** Best of the Macworld Mac Secrets
- S39** To Be Announced
- S40** Macintosh Telephone Assistant

1:00 pm – 2:15 pm

- S41** Mac OS X Freeware, Shareware, and Otherware
- S42** Introduction to AppleScript for Creative Workflows
- S43** The Internet and iTools for Education
- S44** Overhaul Your Old Mac
- S45** Networking Your Home or Small Office
- S46** Setting Up a Mac-based Home Recording Studio
- S47** Photoshop Power Shortcuts
- S48** AppleScript for the Rest of Us
- S49** iMovie
- S50** How to Administer an Online Forum

2:30 pm – 3:45 pm

- S51** Backing Up Under Mac OS X
- S52** Security and Your Mac
- S53** Mac OS X and Higher Education
- S54** Your Mac and Your Music
- S55** High-performance Computing for the Sciences on the Macintosh
- S56** To Be Announced
- S57** Getting Started in Interactive Development
- S58** To Be Announced
- S59** Getting Started with MP3
- S60** To Be Announced

Friday, July 20th

10:30 am – 11:45 am

- S61** Using the Classic Environment in Mac OS X
- S62** Security and Your Mac
- S63** Mac OS X and K-12
- S64** Vision Thing Live!
- S65** Guerrilla Marketing for Independent Filmmakers
- S66** Day in the Life of a Mac Photojournalist
- S67** Secrets of Shooting Great DV
- S68** Macworld Conference & Expo Gaming Round-Up
- S69** Dynamic Messages/Narrow Pipe
- S70** To Be Announced

12:15 pm – 1:30 pm

- S71** To Be Announced
- S72** How to Make Your Mac Look Just the Way You Want
- S73** A Harvest of Leaders: A Case Study in Professional Development
- S74** Making Usable Web Sites
- S75** To Be Announced
- S76** To Be Announced
- S77** The Best Image for Your Byte
- S78** To Be Announced
- S79** To Be Announced
- S80** To Be Announced

"Attending Macworld Conference & Expo is the only way to get detailed technical answers.

It's worth coming just for that. Every company I came to see was here!"

James McElroy, User Interface Designer, Bose

"The show was very crowded and had a lot of energy! I came with a list of questions and I sat in on some of the demonstrations. I always discover features I did not know existed!"

Rick Brinkman, President, R&R Productions



Macworld/Users Conference Sessions

Wednesday, July 18th

12:30 pm – 1:45 pm

S01 Small Business Networking Made Easy with Mac OS X

Alan George, President, Alan George & Associates, Inc.

If you're not connected because you think networking takes an army of consultants and costly wiring, then you won't want to miss this session. Discover how Apple's AirPort technology enables you to setup a network for communicating with other computers, printers, and even the Internet — all without wires. You will see how, with Mac OS X Server as the centerpiece for your intranet, you can take advantage of Web, mail, file, and print services to host Web pages, send email, share files, and speed printing — everything a small office needs to grow their business. Not only will you find out how simple networking is on a Mac, but we'll show you how you can do it wirelessly, at low cost.

S02 Everything You Need to Keep Your Mac Working Smoothly

David Reynolds, Editor, MacAddict

As easy as the Mac is to use, it doesn't always run smoothly. In this session, you'll learn everything you need to know to keep your Mac in top shape. The speaker will review the 5 critical things that you must do for your Mac and how often you need to do them, what software is the best to use, and how to troubleshoot your Mac when something does go wrong. We'll cover this for both Mac OS 9 and Mac OS X.

S03 Wireless Distance Learning

Bill Wiecking, Manager of Educational Programs, Maui High Performance Computing Center

The schools of Hawaii face unique Distance Learning situations. MHPCC is working with several Hawaii schools to develop innovative uses for Digital Streaming Media, Wireless Technology, and Remote Field Studies. See how your school can utilize these emerging technologies to reach your students.

S04 Basic After Effects

Rod Harlan, Executive Director, Digital Video Professionals Association (DVPA)

Learn the basics on how to harness the power of this incredibly creative application that has become an industry standard. You'll be introduced to the tools, learn the tricks of the Time Layout window, discover how to composite Photoshop layers, and the cool effects that every motion graphic designer should know!

S05 Funkify Your World with the Coolest Tools on Earth

Sinbad, FunkMaster, Afros & Bellbottoms Productions

Most Macworld conference sessions are for the power user looking to become a super user — but the thing about the Macintosh is that all those cool tools are really within the reach and ability of anyone. You don't have to be a pro to use Photoshop, Final Cut Pro, or Dreamweaver — you can be up, running and productive with a little bit of guidance, and a fearless spirit, immediately. Come to this session for a fun tour through the coolest software tools in the world and how you can put them to work for you right now. Not your standard demo/Q&A type of session — but a fun and informative presentation where you can sit back and enjoy a tour of Sinbad's world!

S06 Special Mac Musicians Keynote

Speaker to be Announced

We're inviting a special guest to kick off our music sessions with dazzling demonstrations, and intriguing vision. If you're a Mac Musician, this will be the ideal way to get you psyched for all of the great learning that's awaiting you for the next 3 days. Let a superstar from the Mac industry set the tone for you — musician to musician!

S07 Photoshop: Fast, Flawless, and Flexible!

Jack Davis, Principal, JHDavis Design

Linnea Dayton, Author, Dayton & Associates

Photoshop and ImageReady users of all levels will benefit from this info-packed presentation by the authors of "The Photoshop 6 Wow! Book", emphasizing time and work-saving techniques for getting that extra polish you want in your Photoshop design and production work, along with the flexibility you need when the client wants changes. Find out how to get the most out of the latest, greatest features of this dynamic duo of programs; get a grip on live type and vector-based Shapes; see layer Styles and layer sets used like you've never imagined; tap into the secrets of Liquify, 3D Transform, and Warp Text; and tune in to dynamic slicing, animating, and optimizing of Web graphics. Demos will include fast and flexible photo-retouching; nondestructive selecting and masking techniques for combining photos; manufacturing and molding glass, marble, metal, wood and other materials from thin air and layer Styles; silhouetting images and type; preparing images, animation, and other artwork for the Web; and more.

S08 POWER DV — Pro Tips for Nonlinear Editing Home Video

Michael Rubin, Editor/Author

Whether you are a fan of Final Cut Pro, Premiere or iMovie, mastering video projects is more than learning software tricks. This session offers an original and utilitarian method for shooting and editing successfully. Home videographers have limited resources with which to make their videos, and while Web movies may get the headlines, the majority of camcorders are for personal music videos and home "documentaries." Learn to shoot well, organize smart and edit fast so that you are making videos effortlessly, often a few hours from production to delivery.

S09 Introduction to QuickTime™

Rhonda Stratton, Senior QuickTime Product Line Manager, Apple

QuickTime is Apple's groundbreaking platform for creating and delivering synchronized graphics, sound, video, text, music, 3D Media and Virtual Reality scenes (VR). QuickTime is the premier environment for rich media in the world. Attend this introductory session to understand what QuickTime is, what's new and how streaming media can be a part of your world.

S10 Choosing Your Internet Connection: Dialup, Broadband and Beyond

Christopher J. Keller, Chief Technical Officer, Consultant Alliance

High-speed Internet access was once only available to the few who had literally thousands of dollars to spend each month. Now, almost anyone can get access that is very reliable, faster than 56K and available "24x7", plus it isn't much more expensive than a phone line with Internet access costs. Learn what is available and how individuals and business can use ISDN, Cable Modem and DSL and more to get fast cost effective and reliable Internet access.

2:00 pm – 3:15 pm

S11 Making the Transition to Mac OS X

Bob LeVitus, Author/Consultant

Should you or shouldn't you? What's new? What's different? What's in it for you? What do you need to know before you upgrade? And what are the pros and cons of upgrading NOW? If you're considering Mac OS X, or have recently installed it, don't miss this session for lots of hands-on real-world recommendations for making the transition from Mac OS 9 to Mac OS X painless.

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Macworld/Users Conference Sessions

S12 Upgrade Your Mac and Live to Tell About It

Todd Stauffer, Author of "Upgrading and Fixing Macs and iMacs for Dummies"

With all these exciting, colorful Macintosh on the market, can an old beige Mac (or an aging iMac or PowerBook) still be worth keeping around? The fact is upgrades are available for nearly any Mac model to make it faster, more capable and more productive. In most cases, all you need to keep your Mac out of retirement is a Phillips screwdriver a little know-how. Heck... you might not even need the screwdriver! The speaker will cover making the upgrade decision, processor and RAM upgrading, backup and removable drives, adding new ports, getting high-speed Internet access and an extensive question and answer session.

S13 Applied iMovie for Education

Jerome Burg, High School Teacher/Apple Distinguished Educator, Granada High School

This is not another session on how to use iMovie. This session will focus on using the power of iMovie as a curriculum delivery tool. Attendees will learn strategies for aligning iMovie use with state standards, appropriate teaching and assessment strategies for project-based learning environments, and techniques for helping students structure their iMovie projects to strengthen the communication of their ideas.

S14 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S15 Going Virtual: A Small Business Guide to Creating a Virtual Small Business

Paul Kent, President, Mactivity, Inc.

Today, with Internet technology and some sound business practices you can create a business of employees and contractors without the overhead of a physical location. The cost savings and quality of life benefits to the small business owner are tremendous. Attend this case study to learn how to organize, execute and manage a virtual company. Topics covered include picking the Internet tools you'll need, the pitfalls you'll inevitably face (and how to leap them!) and the management practices you should put in place to ensure success. You can have the business model you really want without missing a step of your successful operation today — attend this session to learn how.

S16 Making Music with Mac in the New Millennium

David Mash, Vice President for Information Technology, Berklee College of Music

The 21st century holds even more opportunities for making music with your Mac! AppleMaster, David Mash, will outline several options for configuring a Macintosh Music System, and will offer tips for those migrating from older platforms (both hardware and software) to the newest offerings.

S17 It's the FONTS!

Sandee Cohen, Writer/Consultant

At the heart of every graphics system lies the fonts. This intensive session covers all the aspects of fonts to help you demystify this often confusing, yet essential, topic. You'll learn differences between Type 1, TrueType, OpenType, and MultipleMaster fonts, the dangers of mixing fonts, who likes TrueType fonts and who doesn't, what fonts you can or can not safely remove from your system, how to modify and customize your own fonts, and using font management software. Attend this font-fest and become a "fontastic" expert!

S18 How to Digitally Archive Your Family History

Peter Farquhar, Partner, TomboMedia

Mary B. Farquhar, Partner, TomboMedia

This session will show you how to organize, design, and digitize various family history materials with your Mac: documents and memoirs, audio and video interviews, journals and genealogies, photos, letters, scrapbooks, family records, and images of all the memorabilia that can be found in your attic. Digitally record your family history for posterity after attending this fun and informative session.

S19 AppleScript Primer

Sal Soghoian, AppleScript Product Manager, Worldwide Product Marketing, Apple

AppleScript is a powerful, enabling technology that can automate repetitive tasks and add unprecedented power to the Mac user experience and your favorite applications. This session puts you under the tutelage of a true AppleScript Wizard presenting how easy it is to get started with scripting and exercising greater control over your favorite Mac programs. Discover how to extend AppleScript's capabilities across platforms. Whether you're new to scripting or an old pro, you'll walk out of this session saying, "I didn't know AppleScript could do that!"

S20 Power Surfing: Hanging 10 in Cyberspace

Steven Bobker, President, Raw Fish Systems

Power surfing gets you the most from your Web time. This session shows you how to extract and use the hidden power in the Netscape and Microsoft browsers (iCab and Opera will be covered if final versions are available). Power surfing means using your browser efficiently, fully, and safely. Get tons of tips — many guaranteed new — and learn the best ways to surf.

3:30 pm – 4:45 pm

S21 Troubleshooting Mac OS X

Ted Landau, Editor, MacFixIT; Contributing Editor, Macworld; Author, "Sad Macs, Bombs and Other Disasters"

Mac OS X is more than an OS upgrade. It is an entirely different OS with virtually nothing in common with the Mac OS versions that preceded it. As such, troubleshooting Mac OS X is a new ball game as well. This session guides you through what you need to know to keep Mac OS X purring smoothly and what to do when things (inevitably) go wrong.

S22 Mac-based Sales Force Automation

Ryan O. Kaplan, Founder, Odyssey Systems

Choosing a sales force automation product can be tricky business. Collecting the "right" information and following up on the "right" leads can mean the difference between survival and defeat. Will your SFA tool accurately provide lead tracking and lead qualification in an effective manner? Will you be able to continue through fulfillment and post-sales follow up? In this session, we will address major issues in understanding requirements, goals and success!

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Macworld/Users Conference Sessions

S23 Enhancing Education with iMovie and QuickTime

Jeffrey Weiss, Professor of Economics, Zicklin School of Business, Baruch College

iMovie, QuickTime and QuickTime Pro can change the way you teach. They can change what you teach and they give you the ability to reach a whole new set of students. In this session, the speaker will show you how to make iMovies of your lectures, how to combine Microsoft Office and QuickTime movies to create powerful interactive problems and how to employ QuickTime streaming and Webcasting to create successful on-line courses.

S24 Mac OS X Reality Check

Brett Larson, Associate Lab Analyst, Macworld Lab

Mac OS X has finally shipped, but how ready is it for prime time? *Macworld's* Brett Larson has been working on Mac OS X since the public beta was released in September 2000. This interactive panel discussion will focus on what works now, what doesn't, and what's in store for Mac OS X.

S25 Click and Grow Rich!™

Bill Ringle, Managing Director, StarComm Development, Inc.

Learn how to connect, collaborate, and cash-in on the Internet as a business owner. It doesn't matter whether you spend five hours a week running a side business or 50 hours a week full-time, you can learn a few new tricks in this session. Special Macintosh tools and opportunities will be covered.

S26 Beginners Guide to Music on the Mac

Scott Scheinbaum, Multimedia Producer, Scripps Productions/HGTV

What is MIDI? What's a sequencer? Is hard disk recording hard to do? If you're a newcomer to the Mac music scene, finding answers to these and other questions can be difficult and confusing. This session starts at ground level and explains the hardware and software needed to make music on a Macintosh.

S27 Digital Imaging: Uncanny Realism

Bert Monroy

Photoshop is considered a tool for retouching scans and preparing images for print and the Web. It is also the most powerful paint program ever seen in the digital world. The speaker, one of the pioneers of digital art, will guide you through the process of creating images from scratch. If there has ever been a time when you needed an image that could not be photographed, this session is for you. He will introduce you to techniques for image enhancement and creation that will stimulate your creative drive and send you into a world limited only by your imagination.

S28 PalmPilot and Macintosh — A Match Synched in Heaven

David Pogue, Author of "PalmPilot: The Ultimate Guide", Macworld

The PalmPilot pocket computer is a smash-hit tech phenomenon not seen since the original Macintosh. This funny, fast-paced session will demonstrate why this clever palmtop is a natural sidekick for the Mac. Find out how to sync this 3-by-5-inch gadget with the Mac's calendar, date book, e-mail programs, FileMaker databases, Quicken data, and more — so you can carry all of it in your shirt pocket. Plus PalmPilot music, graphics, and Web-browsing software, wireless Internet with the Palm VII, photos on the color Palm IIIc, and mastering the Mac Pac 2.6.1 (formerly Claris Organizer).

S29 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S30 Your Wireless Future

Jason O'Grady, Editor-in-Chief, Go2Mac.com

The session will focus on the explosion of wireless devices that are invading homes, schools and offices around the country. Leverage the power of wireless! Connect your home and office Macintosh to the wireless Internet and never get tethered again! Find out everything it takes to get and stay connected and learn how to make wireless work for you.

Thursday, July 19th

10:30 am – 11:45 am

S31 Maintaining Mac OS X

Todd Stauffer, Author of "Upgrading and Fixing Macs and iMacs for Dummies"

Regardless of the type of Mac OS X user you are — home, education, business, professional — it's important to properly maintain your Mac's files and disks. Learn to check your logs, maintain your disks, backup your files and guard against viruses, file corruption and disk errors.

S32 Why Crashes Happen and What to Do About Them

Ted Landau, Editor, MacFixIT; Contributing Editor, Macworld; Author, "Sad Macs, Bombs and Other Disasters"

Few things in life elicit the kind of helpless emotions that system freezes, bombs and crashes do. Perhaps the only thing more frustrating is trying to get a straight answer from your hardware and software support staffs — they've got finger pointers disease! Attend this session to get a better handle on the various types of system failures, where they come from and how to configure a system that avoids as many of them as possible. Includes new information on Mac OS X.

S33 Technology in Our Schools: Have We Learned Enough to Prepare for the Road Ahead?

David Dwyer, Director of Education Technology, Apple

In 1986, Apple Classrooms of Tomorrow began a decade-long journey to understand the impact of technology on teachers and students and on teaching and learning. It was the project's great fortune to engage many of the best minds in the country on the issues. What was learned and what has been learned since? What issues remain unresolved? With the rapid progress of technology, where will this all lead? In this presentation, the speaker will draw from the lessons learned by schools and by research and the recent evolution and direction of technology to describe the potential that lies ahead.

Register Today & Save!



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S34 Secrets of the Expert PowerBook User

Andy Gore, Editor-in-Chief, Macworld

Get the inside scoop on Apple's new Titanium PowerBook from someone with hands-on expertise — Macworld's own Andy Gore. Andy and his panel of Macintosh road warriors will enlighten you with their PowerBook know-how and share tips and tricks that any mobile Mac maven can use.

S35 A Mac User's Survival Guide for Working with Windows Clients

Phil Goodman, Owner, Goodman Consulting

This session will educate attendees on what a Mac user needs to know when sharing data with Windows users. We will cover not only file sharing, but also getting data into a format that Windows users can read. The speaker will demonstrate file formats, compression, naming conventions, cross-platform networking and working directly in Windows on your Mac. Attendees will leave better informed on how to connect to Windows computers and, since non-Macintosh terminology will be defined, how to better communicate with non-Macintosh users.

S36 Going Pro with Jam: Digital Mastering for Serious Musicians

Speaker to be Announced

Participants will get beyond-the-garage, in-depth training on creating 100% Red Book compliant audio CDs using Jam for Macintosh. From premastering tips to technical specs, they'll walk away with everything they need to build, process and burn professional quality CDs. Attendees will learn how to: convert an AIFF, SDII, WAV, or MP3 into audio tracks on CD; create cross-fades between tracks; edit PQ subcodes; and more.

S37 Editing Techniques for iMovie 2

David Barrett, President, R/com Networks, Inc.

This session will show attendees first-hand how to get the most out of iMovie 2. You will learn how to plan for a production, get tips related to shooting for DV, and watch as an actual project is assembled. This session will demonstrate all of the newest features in iMovie, including slip edits, multiple audio tracks, audio and video sync, transitions, and more. Attendees will also learn how to publish a completed project to tape, disc and the Internet and have the opportunity to get tips and advice on personal projects. This session is ideal for educators and people who have an interest in storytelling with iMovie.

S38 Best of the Macworld Mac Secrets

David Pogue, Author of "PalmPilot: The Ultimate Guide", Macworld

Join Macworld's fast, funny, highly entertaining columnists as they make the Macintosh operating system sing, dance, and walk on its head. Now in its 12th Macworld Conference & Expo incarnation, this popular, newly updated session gives the best of Pogue & Schorr's best-seller "Macworld Mac Secrets". Witness a parade of undocumented Easter eggs, learn to make useful AppleScripts in 30 seconds, double Web browser speed, protect documents from prying eyes, send file attachments intact to Windows email programs, and much more. This year's session offers special focus on the secrets of Mac OS 9.

S39 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S40 Macintosh Telephone Assistant

Michael Bayer, President, Computer Telephony Solutions

Like most Macintosh owners, your Mac and your telephone sit side-by-side and while they may share a telephone line, your Mac just doesn't get involved in your telephone calls. You'd really like it to be your assistant and to screen out unimportant calls, provide caller information when the phone rings, and log your telephone calls. You wish your Mac could take care of things while you're away from the office so it could track you down when an important call comes in or take a message and notify you. You'd like to be able to call in to your Mac to retrieve voicemail, but also have it forward files to you, turn off the office lights, or turn up the thermostat. In this session, you'll learn how to use PhonePro, FileMaker, and other applications, along with the latest gizmos and networking hardware to build your very own Macintosh telephone assistant.

1:00 pm – 2:15 pm

S41 Mac OS X Freeware, Shareware, and Otherware

Bob LeVitus, Author/Consultant

This panel will present several early Mac OS X adopters favorite new programs for use with Mac OS X. From utilities to games to productivity software, you'll hear about the best new native software for Mac OS X and why it's better under Mac OS X. We'll take a look at the first freeware and shareware apps that have come out and explore some of the cool enhancements that you can make to this hot OS.

S42 Introduction to AppleScript for Creative Workflows

John Thorsen, President, TEC Soft

This session features an overview of how AppleScript can be used in a creative workflow environment. See demonstrations of real-world AppleScript solutions that automate the creation of documents in QuarkXPress and HTML. In addition, attendees will participate in the virtual scripting of an AppleScript automation solution and hear about the variety of resources that are available to learn more about AppleScript. Work smarter — not harder. Attend this session and learn how to use Apple's powerful AppleScript to automate your workflow and make your life easier and more productive.

S43 The Internet and iTools for Education

Norm Norris, Product Marketing Manager, Education Marketing and Solutions, Apple

The Internet is a large and complicated Web of sometimes inappropriate information for your students. Come find out how iTools for Education can provide you with truly useful search capabilities as well as a mechanism to communicate with students, parents and other educators. Set up an iTools account and publish your own Web site during this session.

S44 Overhaul Your Old Mac

Lotus Abrams, Associate Editor, Macworld

Learn how to give your old Mac a new life as a Web server, MP3 jukebox, or back-up/storage server. Our panelists outline the process and provide helpful advice on which computers will work for each project, what upgrades your Mac may require, and where to find any parts or software you'll need.

Macworld/Users Conference Sessions

S45 Networking Your Home or Small Office

Ken Haase, Director of Marketing,
Consumer Business Unit, Proxim

This session will address all the issues, considerations, and factors that go into networking a home or small office. Networking computers has many benefits and capabilities including the ability to share printers, files and Internet connections. There is no one solution that is universally best. Two computers and a printer in the same room may best be networked through wires. If those computers are not together, for example, one is in a home office on the first floor and the second is in a child's room on the second floor, wireless may prove to be the most attractive solution. Attendees will gain a working knowledge of all the different types of home and SOHO networking equipment, both wired and wireless, and what considerations need to be made in choosing the most appropriate one.

S46 Setting Up a Mac-based Home Recording Studio

Michael Grodsky, Technology Consultant, Indiespace

Recording studio time is still prohibitively expensive and beyond the reach of many musicians who need time to develop their projects. Increasingly, musicians are building home studios with their Macintosh and gaining the benefits of anytime access to studio resources. Learn how to integrate your acoustic and digital instruments, and choose software for recording, mixing, and preparing a master. Studios can be created for all budgets — attend this session to learn how.

S47 Photoshop Power Shortcuts

Michael Ninness, Group Product Manager,
LiveMotion, Adobe Systems, Inc.

Take your mastery of Adobe Photoshop to the next level with hints, tips, and tricks for Photoshop 5.5. You'll go deeper into this product than ever before courtesy of Photoshop guru Michael Ninness, Group Product Manager/LiveMotion, Adobe Systems Incorporated and author of "Photoshop Power Shortcuts."

S48 AppleScript for the Rest of Us

Bill Briggs, Electrical Engineer, AppleScript Columnist,
AppleScript Professional

It's well known that AppleScript can automate workflows for large publishing houses, but how can the typical Macintosh user employ AppleScript to increase their productivity and spare time? You may be so used to doing things manually that you don't even recognize the opportunity for automation. This session will show you how to identify an opportunity to apply AppleScript to reduce your workload by highlighting the situations that motivated the creation of a dozen or so simple AppleScript tools. You'll see the approach to building the tools in short manageable steps, how tools can grow and improve when the potential for enhanced functionality is identified and your skills improve, and how much effort they save when used to replace manual actions. Attendees will learn why they would want to take some time to learn AppleScript.

S49 iMovie

Tom McDonald, Product Line Manager,
Applications Group, Apple

Go inside Apple's hot new consumer digital video editing package — iMovie! You'll gain tips for capturing footage (from all kinds of sources), editing it down, assembling the clips and adding special effects. If you're a budding Spielberg, Hitchcock — or just looking forward to sharing your movie memories with friends and family — this session is for you!

S50 How to Administer an Online Forum

Ilene Hoffman, MacFixIt Senior Editor and Administrator
of MacFixIt Forums, MacFixIt

Donna Sanclemente, Owner, Point of View

Message boards can be an integral Web site component. Whether used for technical support, user interaction, or marketing, they provide an immediate place for user feedback and continuous discussion. This session will cover development of policy to keep your message board running smoothly; discuss the options available for the four different levels of user control; explore good interface examples designed for optimal user experience and reveal the secrets to the art of moderating and staff training.

2:30 pm – 3:45 pm

S51 Backing Up Under Mac OS X

Craig Isaacs, Vice President, Sales and Marketing,
Dantz Development Corp.

Mac OS X presents unique challenges for data security. The combination of UNIX and classic Macintosh file types presents unique challenges for backup software and Mac OS X users interested in protecting their data. This session examines the issues and presents backup solutions and strategies for safeguarding Mac OS X systems.

S52 Security and Your Mac

John Braun, Reviews Editor and Columnist,
The Mac Observer

This session will describe the security concerns for computers in general, and the Mac specifically. Topics will include physical security, network security, user authentication, encryption, browser and server security, security policy and social engineering. Attendees will learn about the myriad of security concerns that come along with owning and using a computer, with a focus on the Mac.

S53 Mac OS X and Higher Education

John Tucker, Consulting Engineer, Apple
Bill McGlasson, Consulting Engineer, Apple

Apple's next generation operating system brings together the power of a UNIX based operating system with the simplicity of the Macintosh. Higher education institutions in particular will enjoy the stability and power of this enterprise quality operating system. Learn how your campus can make the transition to Mac OS X simply and painlessly.

S54 Your Mac and Your Music

Jonathan Seff, Associate Editor, Macworld

Let's face it: Your computer is too powerful to be used just for sending e-mails and printing letters. With a little work and some neat new peripherals, you can turn your Mac into a "digital hub" and use it to gain greater control over your music. In this session, we'll give you tips and tricks for the best ways of turning your CD collection into MP3s — and how to get the most out of them once you have. We'll also look at how to get your old LPs and cassettes onto CD.



**Register Online by June 18, 2001
to take advantage of our Special Pricing!**

July 17-20, 2001

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Jacob K. Javits Convention Center

Macworld/Users Conference Sessions

S55 High-performance Computing for the Sciences on the Macintosh

John Martellaro, Senior Marketing Manager, Science and Technology Markets, Apple

Jason Klivington, Senior Software Engineer, Advanced Computation Group, Apple

This session will introduce the latest technologies for high-performance computing available to scientific researchers on the Macintosh: the Velocity Engine, symmetric multiprocessing, and clustering. Each of these technologies will be demonstrated on Macintosh hardware, and the applicability to scientific computing will be discussed. Attendees will learn how to exploit the high performance computing capabilities of the latest Macintosh hardware and OS through technical discussion, hardware demonstrations and a question and answer session.

S56 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S57 Getting Started in Interactive Development

Nick Floro, President, Sealworks, Inc.

Attend this session to understand how you can get started in building interactive solutions. Attendees will learn about the latest hardware and software requirements, how interactive applications are used, and how to develop digital solutions for Web and CD/DVD-based distribution. This session is ideal for advertising, marketing and public relations executives looking to understand the technology of multimedia, and content developers looking to improve their knowledge of authoring tools.

S58 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S59 Getting Started with MP3

Andrew Elliston, Webmaster and Editor-in-Chief, MacDigitalAudio.com

The MP3 revolution has taken the world by storm! People are enjoying their favorite music anytime, anywhere they want, and discovering great new artists who are distributing their music exclusively over the Internet. Attend this session to get an overview of MP3 technology — the tools available for making your own MP3s, how to get music from the Internet into your Mac and then down to a portable MP3 player. Don't sit on the sidelines anymore!

S60 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

Friday, July 20th

10:30 am – 11:45 am

S61 Using the Classic Environment in Mac OS X

Dan Frakes, Author, InformINIT

Mac OS X is great, but what if you have software that hasn't yet been updated for Mac OS X? The "Classic Environment" is Apple's solution. But how does the Classic Environment differ from an actual Mac running Mac OS 9? What can you do to optimize the Classic Environment and make it work for you? Mac OS expert Dan Frakes, leads you through this throwback to the days of extensions, control panels and the System Folder.

S62 Security and Your Mac

John Braun, Reviews Editor and Columnist, The Mac Observer

This session will describe the security concerns for computers in general, and the Mac specifically. Topics will include physical security, network security, user authentication, encryption, browser and server security, security policy and social engineering. Attendees will learn about the myriad of security concerns that come along with owning and using a computer, with a focus on the Mac.

S63 Mac OS X and K-12

Norm Norris, Product Marketing Manager, Education Marketing and Solutions, Apple

Mac OS X offers unprecedented ease-of-use, interoperability, and powerful Internet and networking features. It's also a stable operating system, with advanced features like protected memory, preemptive multitasking, multiprocessing, and UNIX application support. Also, you'll still be able to run the Mac OS 9 applications you use today! Come find out what Mac OS X means for K-12 education.



S64 Vision Thing Live!

Moderator: Andy Gore, Editor-in-Chief, Macworld

Panelists: David Pogue, Author of "PalmPilot: The Ultimate Guide", Macworld

Chris Breen, Macworld Contributing Editor and Mac 911 Columnist

Andy Inhatko, America's 42nd Most-Beloved Industry Columnist, NewMedia, MacCentral

Jason Snell, Executive Editor, Macworld

Put the Pundits on the Hot Seat! Watch the fireworks as your favorite *Macworld* personalities attempt to answer probing questions about the controversial issues of the day, questions that will be as big a surprise to them as they will be to you! A sense of humor is required as our panelists poke fun at Apple, the industry and even themselves, while delivering insights on our favorite computer platform. At the close of the session, time will be allotted for the audience to pose a few of their own questions to our panelists.

S65 Guerrilla Marketing for Independent Filmmakers

Jeannie Novak, Founder and CEO, Indiespace

This session presents guerrilla marketing techniques specifically for the "do-it-yourself" independent filmmaker. You'll learn how to develop a unique brand and integrated marketing plan, identify your audience, create a press kit, find screening and distribution opportunities, gain tips for licensing and clearing music, use the Internet to create a buzz, secure video and DVD distribution in online stores, and determine when to screen online. You'll receive dozens of valuable tips to help you tell the world about your project.

S66 Day in the Life of a Mac Photojournalist

Rick Smolan, CEO, Against All Odds Productions

As the worlds of design, publishing, photography and computers begin to overlap and merge new partnerships and alliances are being formed. The speaker, a photographer and publisher, has spent a decade finding ways to place himself and his projects in the direct path of these converging industries. With the advent of digital cameras, photo-image editing software like Photoshop, Photo-CD hardware, and other advances, digital photography and electronic publishing are allowing photographers to "publish" their own stories electronically. See how "One Digital Day," "Passage to Vietnam," and "24 Hours in Cyberspace" were created using state of the art imaging technology.

Macworld/Users Conference Sessions

S67 Secrets of Shooting Great DV

Josh Mellicker, President and CEO, DVcreators.net

Cool Desktop Movies start with great footage. Learn the essentials of shooting DV: how to get the best results from your DV camcorder, moving camera tools and techniques, shooting the Web, simple lighting techniques and more. Get ready to stencil your name on the director's chair when you leave this session with valuable tips and tricks.

S68 Macworld Conference & Expo Gaming Round-Up

Corey Tamas, Editor-in-Chief, MacGamer.com

Games are hot and Macworld Conference & Expo has the hottest titles and previews for you. Attend this session for the latest information on your favorite games and get tips from the game gurus for mastering your favorite entertainment title. Pros and wannabes are invited to get the scoop on the state of gaming on the Macintosh.

S69 Dynamic Messages/Narrow Pipe

Scott Traylor, President, 360KID

Creating a dynamic Web site will surely attract online attention, but consider first whether or not your audience can actually view your site. Delivering engaging information online often comes down to the user's connection speed and how fat is your site. Learn what your options are at the beginning, middle and the end of a projects development cycle for creating lean and engaging sites. What technology tips will allow you to create that site for under 80K? Explore issues related to graphic, audio, and video compression schemes as well as site structure and development suggestions.

S70 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

12:15 pm – 1:30 pm

S71 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S72 How to Make Your Mac Look Just the Way You Want

David Reynolds, Editor, MacAddict

Learn how to customize your Mac using both Mac OS 9 and Mac OS X. We'll show you how to do everything from changing your desktop patterns and menu fonts to the trickier stuff, such as editing your Mac's menu bar. We'll even tell you which software and shareware works the best. And as a special bonus, we'll give you tips on painting the outside of your Mac — if you dare!

S73 A Harvest of Leaders: A Case Study in Professional Development

Robert S. Hudson, Director of Technology, Apple

In 1996 a request for proposals was distributed throughout the six schools of a north suburban school district in Illinois seeking individuals that were willing to improve learning opportunities through the integration of technology into all aspects of their classroom learning environments. Learn how Apple Classrooms of Tomorrow (ACOT) research, Macintosh computers, and Apple's staff development offerings were used to cultivate this harvest of leaders.

S74 Making Usable Web Sites

Jason Snell, Editor, Macworld.com

Scholle Sawyer McFarland, Executive Editor, Macworld
Lisa Schmeiser, Senior Editor, Macworld.com

Making a Web site with pretty images and clickable links is great, but without seriously considering usability, even the best Web content will go unrewarded. Macworld's Web design experts will give you tangible examples of what makes Web sites usable, how to ensure that its navigation and labels really work, and give you a guide to testing your Web site before you turn it loose on the general public.

S75 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S76 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S77 The Best Image for Your Byte

Brian Butler, Business Development Specialist, Wolf Camera

Turning digital files into 'photographic quality' images has never been easier due to the current accessibility of hardware, software, and services. Whether you have captured the image using one of today's popular digital cameras or utilized a high-resolution scanner to digitize your film, your computer can become a color darkroom. Learn tips and techniques on how to prepare an image for printing on an inkjet printer; the difference between CMYK and RGB; the relationship between PPI (pixels per inch) and DPI (dots per inch) and how these settings effect the final outcome of the print. Also, learn how to select the proper paper for inkjet printers along with techniques to make the image last a lifetime. Even consider why limiting yourself to an inkjet format? Online printing services, typically used by professionals, have becoming a viable choice and affordable for digital imaging enthusiasts. Become familiar with the different options that are available and the convenience of employing an online printing service.

S78 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S79 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

S80 To Be Announced

Please visit the www.macworldexpo.com for the latest information!

Please note: Conference sessions and speakers are subject to change.



**Register by June 18, 2001 to SAVE \$150
on a Macworld Conference & Expo SUPER PASS!**

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Hotel & Travel Information



ETMI is the official travel company for Macworld Conference & Expo/New York 2001 taking place July 17-20, 2001.

ETMI has obtained exclusive discounted rates from major airlines and hotels just for you! As a full service travel organization, ETMI specializes in housing for conferences and trade events.

With just one phone call, ETMI provides:

- Exclusive low rates at conference hotels
- Super low midweek airfares on United Airlines and American Airlines to New York with no Saturday stay required
- Online hotel reservations with immediate confirmations
- Convenient, dedicated toll-free number to make reservations

Hotel Reservation Instructions:

For 1-9 rooms, you have 2 easy ways to make your reservation:

Book on-line through the Macworld Conference & Expo/New York 2001 Web site at www.macworldexpo.com

* For Mac Users, Internet Explorer 4.X or greater OR Netscape 4.1 or greater is required.

* For PC Users, Internet Explorer 4.01 with Service Pak 2 or greater is required.

Call the Macworld Conference & Expo/New York 2001 dedicated toll-free number at 866-849-3486 in the US or 312-396-2127 outside the US

Airline Reservation Instructions:

ETMI offers discounted midweek rates on United Airlines and American Airlines to New York with savings up to \$1,000 per person!

Call ETMI Monday - Friday at 866-849-3486 from 9:00 am - 7:00 pm EST. We can book your reservations for you on any airline as well as these special fares on United Airlines and American Airlines.

For your convenience, you may also call the airlines directly as noted below. Please make sure to mention the tour code to take advantage of these low fares.

United Airlines

1 (800) 521-4041

Tour Code: 593TV

American Airlines

1 (800) 433-1790

Tour Code: A9971AE

Featured Hotels (see map on page 28)

1. Crowne Plaza
1605 Broadway
New York, NY 10019
Single: \$213
Double: \$213

2. Days Hotel
790 Eighth Avenue
New York, NY 10019
Single: \$149
Double: \$159

3. Grand Hyatt New York
Park Avenue @ Grand Central
New York, NY 10017
Single: \$220
Double: \$220

4. Hilton New York & Towers
1335 Avenue of the Americas
New York, NY 10019
Single: \$239
Double: \$239

5. Hilton Times Square
234 West 42nd Street
New York, NY 10036
Single: \$228
Double: \$228

6. Howard Johnson
851 Eighth Avenue
New York, NY 10019
Single: \$149
Double: \$149

7. Hotel Pennsylvania
401 7th Avenue & 33rd Street
New York, NY 10001
Single: \$149 Double \$149

8. Hotel Sofitel
45 West 44th Street
New York, NY 10036
Single: \$245
Double: \$245

9. Hudson
356 West 58 Street
New York, NY 10019
Single: \$175
Double: \$175

10. Marriott Marquis
1535 Broadway
New York, NY 10036
Single: \$219
Double: \$219

11. Novotel
226 West 52nd Street
New York, NY 10019
Single: \$199
Double: \$209

12. Paramount
235 West 46th Street
New York, NY 10036
Single: \$195/215
Double: \$195/215

13. Ramada Milford Plaza
270 West 45th Street
New York, NY 10036
Single: \$149
Double: \$159

14. Renaissance New York
714 Seventh Avenue
New York, NY 10036
Single: \$219
Double: \$219

15. Roosevelt Hotel
Madison Ave at 45th Street
New York, NY 10017
Single: \$180
Double: \$180

16. Royalton
44 West 44th St
New York, NY 10036
Single: \$279
Double: \$279

17. Sheraton NY Hotel
811 7th Avenue & 52nd Street
New York, NY 10019
Single: \$239
Double: \$259

18. The Time
224 West 49th Street
New York, NY 10019
Single: \$210/240
Double: \$240

19. The Warwick New York
65 West 54th Street
New York, NY 10019
Single: \$195
Double: \$195

20. W Hotel
541 Lexington Avenue
New York, NY 10022
Single: \$209
Double: \$209

21. W NY Union Square
201 Park Avenue South
New York, NY 10003
Single: \$299
Double: \$299

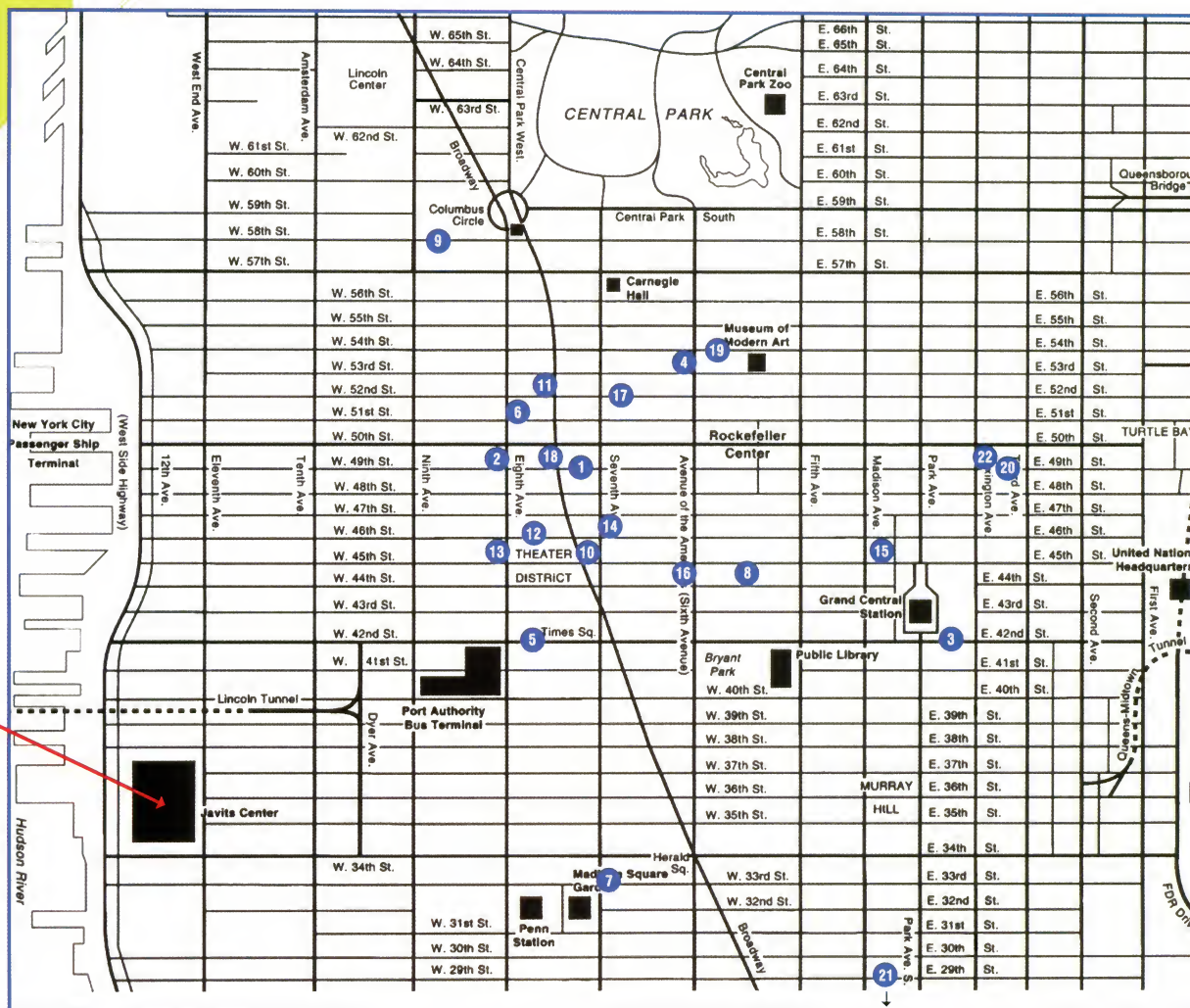
22. Waldorf Astoria
301 Park Avenue
New York, NY 10022
Single: \$215
Double: \$215

A credit card deposit of one night room and tax is required at time of booking for all hotels. Credit cards must be valid through August, 2001. Hotel accommodations and rates are based upon availability and valid until June 21, 2001 at which time they are subject to change. Rates are subject to 13.25% state and local tax and a \$2.00/night occupancy tax, and are not included in rates above. Exclusive discounted hotel rates are only available through ETMI.

Hotel & Travel Information



Macworld
Conference & Expo.



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| 3. Grand Hyatt New York | 11. Novotel | 19. The Warwick New York |
| 4. Hilton New York & Towers | 12. Paramount | 20. W Hotel |
| 5. Hilton Times Square | 13. Ramada Milford Plaza | 21. W NY Union Square |
| 6. Howard Johnson | 14. Renaissance New York | 22. Waldorf Astoria |
| 7. Hotel Pennsylvania | 15. Roosevelt Hotel | |
| 8. Hotel Sofitel | 16. Royalton | |

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Important Event Information

Event Location

Jacob K. Javits Convention Center

655 West 34th Street, New York, NY 10001-1188

Tel: 212-216-2000

www.javitscenter.com

Exposition Hall Dates & Times

July 18 10:00 am – 6:00 pm

July 19 10:00 am – 6:00 pm

July 20 10:00 am – 4:00 pm

How to Register

Please fill out the Advance Registration Form completely. Incomplete forms will be returned unprocessed and will delay your registration.

Confirmations

If registering via Fax/Mail/Internet, an email confirmation will follow once the registration has been processed successfully. **Please print the confirmation for your records.**

Admission Badges

Attention **Exhibits ONLY** registrants — U.S. Attendees who register on or before June 18, 2001 will be mailed your BADGE card in early July. Simply bring the badge to any Badge holder Pick-Up station, located in the Jacob K. Javits Convention Center, to receive your badge holder. All attendees registering AFTER June 18, 2001 must pick up their badge credentials at the Pre-Registered Attendee station located in the Crystal Palace of the Jacob K. Javits Convention Center.

Attention **Super Pass, Pro, Users I/II and Workshop** registrants — We listened! — U.S. Conference Attendees who registered on or before June 18, 2001 will be mailed your BADGE & BADGE HOLDER in early July. No more waiting in registration lines! If you registered AFTER June 18, you must pick-up your badge credentials at the Pre-Registered Attendee station located in the Crystal Palace of the Jacob K. Javits Convention Center.

Attention **International** registrants — International badge credentials are NOT mailed. Macworld Conference & Expo has developed a quick and easy way for you to obtain your badge and badge holder. Simply proceed, to the Pre-Registered Attendee station located in the Crystal Palace of the Jacob K. Javits Convention Center and your badge and badge credentials will be waiting for you.

On-Site Registration Location, Dates & Times

Registration is located in the Crystal Palace of the Jacob K. Javits Convention Center.

Monday, July 16 2:00 pm – 6:00 pm

Tuesday, July 17 8:00 am – 6:00 pm

Wednesday, July 18 7:00 am – 6:00 pm

Thursday, July 19 8:00 am – 6:00 pm

Friday, July 20 8:00 am – 3:00 pm

Media Registration

Media MUST register via the Internet. No other formats (Mail/Fax) will be accepted. **Please Note:** Registering online does NOT guarantee you will receive a Media Badge. Your online registration is not complete until you submit your media credentials. Once your credentials have been approved or denied, you will receive an email confirmation with your registration status. The deadline to request to be registered as Media, and still be mailed your badge credentials, is June 18, 2001. After this date, please bring your credentials on-site to Media Registration.

Discounts

Students/Educators

Students and Educators are eligible to receive 20% off the Conference Registration prices. (Exhibits Only Package excluded) Student/Educators may ONLY register, via *fax or mail* to receive this discount. Valid student or educator identification (see below) is required to obtain the discount. Indicate on the *Advance Registration Form* that you wish to take advantage of the discounted pricing, attach a copy of your identification credential (see below), enter the exact discounted dollar amount (located at www.macworldexpo.com) in the "Amount \$" field on the *Advance Registration Form* and submit via fax or mail.

Valid forms of identification include:

- Educational Institution identification
- Institutional letter verifying educator/student's employment or enrollment status
- Health Insurance identification displaying Educational Institution name

Please Note: This offer is valid on NEW registrations ONLY, may not be used in conjunction with any other offer, and is only available via fax or mail.

Groups

Attendees who register for 4 *Super Passes* are eligible to receive a 5th FREE! Mail or Fax all your forms together and identify which registrant is FREE. (Offer NOT available online)

Services for the Physically Challenged

Macworld Conference & Expo is committed to ensuring that attendees with special needs will receive all the services they need to make their visit enjoyable and productive. The Jacob K. Javits Convention Center is completely ADA accessible. Visit the General Information Counters in the Crystal Palace lobby area should you require special assistance.

Registration & Admission Conditions

- An 8.25% New York State sales tax is included in all registration prices
- You will be charged for all registrations submitted INCLUDING duplicate registrations
- A \$20 fee will be charged for all returned checks
- No Purchase Orders will be accepted
- All registration fees are NON-REFUNDABLE including all cancellations, and credentials are NON-TRANSFERABLE
- Personal checks will NOT be accepted during On-Site Registration
- **Due to safety regulations, baby strollers and carriages are NOT permitted on the show floor**
- **Children UNDER the age of 12 MUST be accompanied by an adult. Each child and adult must be registered as an attendee**
- **Admission to all Conference Sessions, Keynote, and Feature Presentation are on a first-come, first-served basis**

Registration Information

Special Discounts for Educators & Students! See page 29 for complete details on registering by mail or fax.

Register Now!

3 Easy Ways to Register:

Use ONE of the following methods to register for Macworld Conference & Expo/New York 2001.

Web www.macworldexpo.com through 7/20/01.

Mail To Macworld Conference & Expo/New York, P.O. Box 3321, Boston, MA 02241-3321. Through 6/18/01 ONLY.

Fax To 508-759-4552. Faxed registration forms must include credit card information. Through 6/18/01 ONLY.

PACKAGE	INCLUDES	ON OR BEFORE JUNE 18	JUNE 19 THROUGH JULY 15	ON OR AFTER JULY 16
Super Pass (SP)	Workshop, Macworld/Pro Conference Sessions, Macworld/Users Conference Sessions, Lunch, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits	\$1,195	\$1,295	\$1,345
Macworld/Pro Conference (MW/Pro)	Macworld/Pro Conference Sessions, Macworld/Users Conference Sessions, Lunch, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits	\$845	\$895	\$945
Macworld/Users I (MW/Users I)	Macworld/Users Conference Sessions, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits	\$195	\$245	\$295
Macworld/Users II (MW/Users II)	Workshop, Lunch (Workshop Day ONLY), Macworld/Users Conference Sessions, Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits	\$545	\$595	\$645
Workshop (WSP) (July 17)	Workshop, Lunch (Workshop Day ONLY), Keynote, Feature Presentation, MacBeginnings Sessions, Exhibits	\$395	\$445	\$495
Exhibits Only (EO) (July 18 – 20)	Exhibits and MacBeginnings Sessions ONLY (Does NOT include admission to the Keynote and Feature Presentation)	\$15	\$15	\$29

Workshop Key

Tuesday, July 17, 2001

10:00 am – 5:00 pm

Please refer to pages 9-11 for complete descriptions.

- WA** Practical Introduction to Mac Networking
- WB** Integrating Professional Publishing Tools
- WC** Managing Shared Macintosh™ Computers with Apple™ Macintosh Manager™
- WD** The QuickTime Professionals Workshop
- WE** Your First Mac OS X Workshop
- WF** Getting Started with AppleScript
- WG** JavaScript Bootcamp
- WH** The FileMaker Workshop
- WI** DV Revolution Workshop — Digital Video Production from Concept to Completion
- WJ** Final Cut Pro Workshop
- WK** Getting Started in Interactive Development
- WL** PDF Secrets for Print or Web
- WM** Web Animation Essentials, Tools and Techniques
- WN** Secrets of Shooting Great DV
- WO** Mac OS X In-Depth

Workshops are subject to change, please visit www.macworldexpo.com for the most up-to-date information.

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Register Online with your Priority Code by June 18, 2001 to receive a Free Exhibits Only pass!

(Priority Code can be found on the address label on the back cover)

July 17-20, 2001

Exposition July 18-20, 2001

Jacob K. Javits Convention Center

Advance Registration Form

1. Attendee Information

Fill out the form completely. Incomplete forms will be returned unprocessed. Please use one form per person; make photocopies for additional people.

First Name										M.I.		Last Name											
Title																							
Company																							
Street Address																							
P.O. Box, Apt. #, Suite, Mail Stop, etc. (if applicable)																							
City												State/Province						Zip Code/Postal Code					
Country												Email Address											
Telephone												Fax											

Early Discount Deadline:

June 18, 2001

☐ Check here only if you DO NOT wish to receive product information or news from Macworld Conference & Expo's exhibitors or industry-related third parties via email.

2. Registration Package Selection

Workshops: July 17, 2001, Conference Programs: July 18 - 20, 2001, Exposition: July 18 - 20, 2001. All Conference Sessions, Keynote and Feature Presentation are on a first-come, first-served basis with the exception of the Workshops. **Please select ONE of the Package Choices below and total the costs at the bottom.** Refer to page 30 for package descriptions and pricing.

PACKAGE CHOICES ☐ SP ☒ **W** ☐ MW/Pro ☐ MW/Users I ☐ MW/Users II ☒ **W** ☐ WKSP ☒ **W** ☐ EO (No Keynote and Feature Presentation access)

3. Attendee Profile

1. For what purpose are you attending? (Select One)

- ☐ 120 For my company/organization
- ☐ 121 For myself as a consultant/sole proprietor
- ☐ 122 For myself as a consumer
- ☐ 123 For myself as an educator

2. What is your industry? (Select One)

- ☐ 1 Advertising-Printing-Publishing
- ☐ 2 Agriculture-Forestry
- ☐ 3 Carriers-Telecommunications
- ☐ 4 Construction-Engineering-Architecture
- ☐ 5 Consultant (Non-IT)-Business Service
- ☐ 6 Education/Higher Ed-Corporate Training
- ☐ 7 Education/K-12
- ☐ 8 Entertainment/Gaming
- ☐ 9 Entertainment/Movies-TV-Music-Videos
- ☐ 10 Finance-Banking-Accounting
- ☐ 11 Government-Public Administration-Military
- ☐ 12 Graphic Design-Creative Services
- ☐ 13 Healthcare-Medical-Pharmaceutical
- ☐ 14 Insurance-Real Estate-Legal
- ☐ 15 ISV-Prof. Application Developer
- ☐ 16 IT Consultant-Systems Integrator-Solutions Provider
- ☐ 17 Manufacturing/Design-(Not IT)
- ☐ 18 Manufacturing/Design-IT/OEM
- ☐ 19 Media-Marketing
- ☐ 20 Mining-Petroleum-Chemicals
- ☐ 21 Non-Profit-Trade Association
- ☐ 22 Retailer-Distributor-Wholesaler
- ☐ 23 Transportation-Logistics

- ☐ 24 Travel-Hospitality-Recreation-Food Service
- ☐ 25 Utilities
- ☐ 26 VAR-Systems Integrator
- ☐ 27 Web Administration-Content Development
- ☐ 28 Web Design
- ☐ 29 XSP-Web Host-IT Services Outsourcer
- ☐ 30 Other Industry (Please Specify)

3. Which product categories are you interested in purchasing? (Select all that apply)

Hardware & Peripherals

- ☐ 40 Audio (sounds cards/speakers/recording devices)
- ☐ 41 Boards/Cards
- ☐ 42 Desktops/Desktop Environments/Operating Systems
- ☐ 43 Digital Cameras/Recorders
- ☐ 44 Display Devices/Monitors/Projection
- ☐ 46 FireWire IEEE 1394
- ☐ 47 Input devices/scanners
- ☐ 48 Networking/Connectivity/Communications Equipment
- ☐ 50 Optical Drives/Players -CD/DVD
- ☐ 51 Printers/Printing hardware/tools
- ☐ 52 Servers & Server Management
- ☐ 53 Storage Drives & Devices/Memory
- ☐ 54 USB
- ☐ 55 Wireless: Laptops/Handhelds/PDA's
- ☐ 56 Other Hardware

Software

- ☐ 57 3D/Animation
- ☐ 58 Accounting/Finance

- ☐ 59 Application Development/Developer Programming Tools
- ☐ 60 Asset Management
- ☐ 61 Audio/Music recording/editing
- ☐ 62 CAD/CAM
- ☐ 63 CD/DVD authoring/editing
- ☐ 65 Communications- Email, Messaging, FTP, Fax
- ☐ 66 Data Management/CRM (database, datamining)
- ☐ 67 Desktop Environment/Operating systems/Multipurpose Environments
- ☐ 68 Desktop Publishing/Network Publishing
- ☐ 69 Digital Video Production/Editing
- ☐ 70 Ecommerce tools and applications
- ☐ 71 Educational: Corporate Training, Simulation
- ☐ 72 Educational: K-12, Higher Ed
- ☐ 73 Entertainment: Gaming/TV/Movies
- ☐ 74 Graphic Design, illustration and effects
- ☐ 75 Groupware
- ☐ 76 Home: General Use & Recreation
- ☐ 77 Languages and Fonts
- ☐ 78 Multimedia Content Creation (incl clip art)
- ☐ 79 Networking/Network Management/System Administration
- ☐ 80 Office Productivity/Suites (spreadsheets, word processing, presentation)
- ☐ 81 Plug-Ins
- ☐ 82 Scientific & Engineering
- ☐ 83 Security
- ☐ 84 Server Software

- ☐ 85 Software Utilities and Sciences
- ☐ 86 Utilities
- ☐ 87 Vertical Industry Applications
- ☐ 88 Wireless/Remote Applications
- ☐ 89 Other Software

Internet/Web-based Products & Services

- ☐ 91 Server Software/Development Tools
- ☐ 92 Service Providers (ASP, ISP, web hosting, etc.)
- ☐ 93 Storage
- ☐ 94 Streaming Media/Content Delivery
- ☐ 95 Traffic Management/Monitoring/Analysis
- ☐ 96 Web Application Development/Programming Language Tools
- ☐ 97 Website creation/authoring
- ☐ 98 Website Development Tools
- ☐ 99 Other Internet/Web-based products and services

Market Services & Accessories

- ☐ 100 Accessories & Ergonomics
- ☐ 101 Directories/Publications/Websites
- ☐ 104 Staffing/Employment/HR
- ☐ 106 VAR/System Integrator
- ☐ 107 Wholesaler/Retailer
- ☐ 108 Other Services and Accessories

4. What is your job function? (Select One)

- ☐ 130 Artist/Art Director/Graphic Designer
- ☐ 131 Business Development/Strategic Planning
- ☐ 132 Consultant

- ☐ 133 Controller/Treasurer/Accounting/CFO
- ☐ 134 CEO/President/Owner
- ☐ 135 CIO/CTO/IT Executive
- ☐ 136 Dept Head/Vice President
- ☐ 137 Director/Manager
- ☐ 138 Editorial/Writing
- ☐ 139 Educator/Teacher
- ☐ 140 Engineering/Scientific/R&D
- ☐ 141 IT/IS, Support
- ☐ 142 Marketing/Sales/PR/Communications
- ☐ 143 Networking/Network Management
- ☐ 144 Operations
- ☐ 145 Professional Svcs (Lawyer, Doctor etc.)
- ☐ 146 Programming/Analysis
- ☐ 147 Purchasing/Corporate Buyer
- ☐ 148 Retired
- ☐ 149 Self-employed
- ☐ 150 Software Programmer/Developer
- ☐ 151 Student
- ☐ 152 Technology
- ☐ 153 Web Admin/Content Development
- ☐ 154 Web Design
- ☐ 155 Other Function (Please Specify)

5. What is the size of your organization? (Select One)

- ☐ 170 Under 50
- ☐ 171 50-99
- ☐ 172 100-499
- ☐ 173 500-999
- ☐ 174 1000 & over
- ☐ 175 Not applicable

6. Which personal computer(s) do you use? (Select all that apply)

- ☐ 180 iMac
- ☐ 181 iMac DV/DV+/Special Edition
- ☐ 182 PowerBook G3
- ☐ 183 PowerBook G4 Titanium
- ☐ 184 Power Mac/Power Mac G3
- ☐ 185 Power Mac MiniTower
- ☐ 186 Power Mac G4
- ☐ 187 G4 Cube
- ☐ 188 IBM PC or Compatible desktop
- ☐ 189 IBM Laptop/Notebook
- ☐ 190 Other (Please Specify)

7. What is your purchasing role? (Select One)

- ☐ 200 Final Decision Maker
- ☐ 201 Recommend Products or Vendors
- ☐ 202 No Role

8. What is your purchasing budget? (Select One)

- ☐ 205 \$0 - 25,000
- ☐ 206 \$25 - 100,000
- ☐ 207 \$100 - 500,000
- ☐ 208 \$500 - 1M
- ☐ 209 > \$1M

9. Please indicate your housing plans? (Select One)

- ☐ 215 Use my own Travel Agent
- ☐ 216 Book accommodations myself
- ☐ 217 Use Macworld Conference & Expo housing
- ☐ 218 Live locally
- ☐ 219 Staying with friends/family
- ☐ 220 Not ready yet

4. Payment Information

Payment must accompany form for registration to be complete. **DON'T PAY FOR THIS EVENT TWICE!** You will be charged for all registrations received and will not be refunded for duplicate registrations. Please use one method of registration only. PO's are not accepted. **All Registration fees are non-refundable and credentials are non-transferable.** A \$20 fee will be charged for all returned checks.

☐ **Check enclosed** (make check payable to IDG World Expo)

Indicate Check #: _____

☐ **MasterCard** ☐ **Visa** ☐ **American Express**

Amount \$ _____

Card Number										Expiration Date													
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If payer is other than registrant, please print name and/or company name below:

First Name										M.I.		Last Name													
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Company Name																									
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Cardholder Signature																									
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Workshops, speakers and conference sessions are subject to change, please visit www.macworldexpo.com for the most up-to-date information.

PRIORITY CODE

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Macworld

Conference & Expo™

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